

# **MCLANE NORTHEAST**

**WHOLESALE PARTNERS**

**JULY 24, 1997**

51853 6835



# PARTNERS

Partnership In  
Maximizing Category Profit

**MCLANE NORTHEAST**

*RJ Reynolds*  
Tobacco Company

51853 6836

PURCHASES



51853 6837



# PARTNERS

Partnership In  
Maximizing Category Profit

PURCHASES

*RJ Reynolds*  
Tobacco Company

51853 6838

	CAMEL	%	MORE	%	NOW	%	SALEM	%	VANTAGE	%	WINSTON	%	FULL PRICE	%	TOTAL RJR	%
ME	12587	6.77%	702	5.00%	868	7.55%	7652	7.33%	1023	3.28%	9961	6.69%	32793	6.61%	50613	6.34%
OUTH	6925	3.72%	656	4.67%	511	4.45%	7304	7.00%	3588	11.51%	9401	6.31%	28385	5.72%	54127	6.78%
JNE	20724	11.15%	1698	12.09%	1526	13.28%	12600	12.08%	3123	10.02%	26194	17.58%	65865	13.28%	128458	16.08%
E	10348	5.56%	900	6.41%	928	8.08%	11607	11.12%	5649	18.12%	15670	10.52%	45100	9.09%	69010	8.64%
JNW	11616	6.25%	1015	7.23%	446	3.88%	2632	2.52%	685	2.20%	4546	3.05%	20940	4.22%	36252	4.54%
P	7030	3.78%	515	3.67%	300	2.61%	2615	2.51%	607	1.95%	4706	3.16%	15773	3.18%	27067	3.39%
DW	12004	6.46%	1039	7.40%	1524	13.26%	10622	10.18%	2183	7.00%	11511	7.73%	38883	7.84%	50888	6.37%
STRN	24500	13.18%	746	5.31%	745	6.48%	5078	4.87%	1569	5.03%	7022	4.71%	39660	8.00%	55806	6.99%
N	15908	8.56%	2191	15.60%	1409	12.26%	12622	12.10%	3962	12.71%	20203	13.56%	56295	11.35%	103481	12.95%
W	12703	6.83%	383	2.73%	268	2.33%	1691	1.62%	403	1.29%	3112	2.09%	18560	3.74%	26110	3.27%
AC	12605	6.78%	1323	9.42%	475	4.13%	2954	2.83%	548	1.76%	3979	2.67%	21884	4.41%	29658	3.71%
IDATL	7952	4.28%	449	3.20%	560	4.87%	7894	7.67%	1075	3.45%	7086	4.76%	25016	5.04%	33107	4.14%
OCAL	12852	6.91%	1386	9.87%	567	4.93%	3152	3.02%	614	1.97%	4641	3.12%	23212	4.68%	34022	4.26%
UMB	10180	5.48%	522	3.72%	617	5.37%	7273	6.97%	2291	7.35%	10213	6.86%	31096	6.27%	49800	6.23%
AROLIN	7981	4.29%	516	3.67%	747	6.60%	8637	8.28%	3848	12.35%	10716	7.19%	32445	6.54%	50508	6.32%
OTAL																
CLANE	185913	100.00%	14041	100.00%	11491	100.00%	104333	100.00%	31168	100.00%	148961	100.00%	495907	100.00%	798907	100.00%
Brand	CAMEL	% of U.S.	MORE	% of U.S.	NOW	% of U.S.	SALEM	% of U.S.	VANTAGE	% of U.S.	WINSTON	% of U.S.	FULL PRICE	% of U.S.	TOTAL RJR	% of U.S.
VOLUME	185,913	19.07%	14,041	15.57%	11,491	14.52%	104,333	15.66%	31,168	15.82%	148,961	15.86%	495,907	16.80%	798,907	17.04%
97																
TOTAL																
US 97	975,076	100.00%	90,169	100.00%	79,124	100.00%	666,447	100.00%	197,010	100.00%	939,253	100.00%	2,951,114	100.00%	4,688,090	100.00%
MCLANE																
96	146,937	16.24%	12,777	12.66%	10,596	11.99%	93,365	13.01%	28,642	13.42%	144,755	13.67%	437,072	14.15%	710,008	14.47%
US '96	904,586	100.00%	100,934	100.00%	88,337	100.00%	717,765	100.00%	213,370	100.00%	1,058,601	100.00%	3,087,798	100.00%	4,905,815	100.00%

	DORAL	%	MAGNA	%	STRLNG	%	CENT	%	MON/PL	%	SAVINGS	%	TOTAL RJR	%		
E	5789	3.05%	37	5.21%	0	0.00%	161	14.80%	11833	10.70%	17820	5.88%	50613	6.34%		
OUTH	16017	8.45%	31	4.37%	38	3.60%	26	2.39%	9630	8.71%	25742	8.50%	54127	6.78%		
UNE	47113	24.85%	300	42.25%	608	57.58%	311	28.58%	14261	12.89%	62593	20.66%	128458	16.08%		
E	17848	9.42%	128	18.03%	82	7.77%	62	5.70%	5790	5.24%	23910	7.89%	69010	8.64%		
UNW	5485	2.89%	0	0.00%	0	0.00%	32	2.94%	9795	8.86%	15312	5.05%	36252	4.54%		
P	6884	3.63%	9	1.27%	4	0.38%	12	1.10%	4385	3.96%	11294	3.73%	27067	3.39%		
IDW	8779	4.63%	12	1.69%	0	0.00%	101	9.28%	3113	2.81%	12005	3.96%	50888	6.37%		
VSTRN	9564	5.05%	26	3.66%	14	1.33%	45	4.14%	6497	5.87%	16146	5.33%	55806	6.99%		
W	36716	19.37%	65	9.15%	272	25.76%	173	15.90%	9960	9.01%	47186	15.57%	103481	12.95%		
W	2394	1.26%	0	0.00%	0	0.00%	29	2.67%	5127	4.64%	7550	2.49%	26110	3.27%		
PAC	1694	0.89%	2	0.28%	0	0.00%	0	0.00%	6078	5.50%	7774	2.57%	29658	3.71%		
ADATL	7075	3.73%	13	1.83%	0	0.00%	0	0.00%	1003	0.91%	8091	2.67%	33107	4.14%		
OCAL	2379	1.26%	0	0.00%	1	0.09%	40	3.68%	8390	7.59%	10810	3.57%	34022	4.26%		
UMB	10350	5.46%	46	6.48%	12	1.14%	53	4.87%	8243	7.45%	18704	6.17%	49800	6.23%		
CAROLIN	11465	6.05%	41	5.77%	25	2.37%	43	3.95%	6489	5.87%	18063	5.96%	50508	6.32%		
TOTAL																
CLANE	189552	100.00%	710	100.00%	1056	100.00%	1068	100.00%	110594	100.00%	303000	100.00%	798907	100.00%		
Brand	DORAL	% of U.S.	MAGNA	% of U.S.	STERLING	% of U.S.	CENTURY	% of U.S.	GEN/PL	% of U.S.	SAVINGS	% of U.S.	TOTAL RJR	% of U.S.		
VOLUME	189,552	15.85%	710	13.66%	1,056	14.21%	1,088	7.54%	110,594	21.53%	303,000	17.44%	798,907	17.04%		
97																
TOTAL																
JS 97	1,196,279	100.00%	6,236	100.00%	7,431	100.00%	14,435	100.00%	513,595	100.00%	1,736,976	100.00%	4,688,090	100.00%		
CLANE																
96	152,532	13.21%	938	11.55%	1,371	11.66%	1,222	6.77%	116,873	18.68%	272,936	15.01%	710,008	14.47%		
JS'96	1,154,290	100.00%	8,120	100.00%	11,754	100.00%	18,041	100.00%	625,812	100.00%	1,818,017	100.00%	4,905,815	100.00%		

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# *McLane Volume Trends '96 - '97*

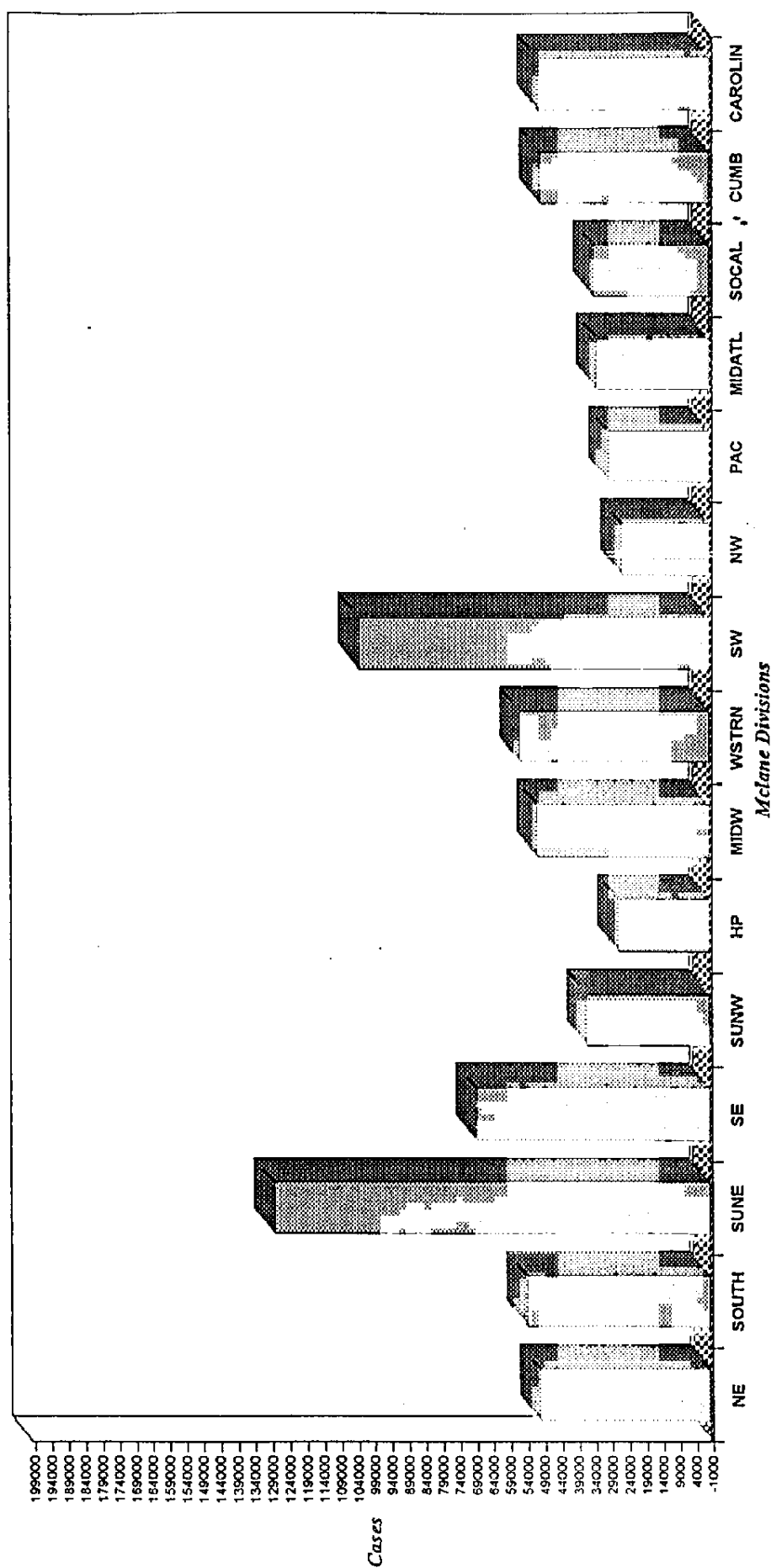
## *R. J. Reynolds Tobacco*

	1st '97	2nd '97	3rd '97	4th '97	YTD '96	YTD '97	Case Change	% Change
<b>Camel</b>	<b>82775</b>	<b>103138</b>	<b>0</b>	<b>0</b>	<b>146937</b>	<b>185913</b>	<b>38976</b>	<b>26.5%</b>
<b>More</b>	<b>6337</b>	<b>7704</b>	<b>0</b>	<b>0</b>	<b>12777</b>	<b>14041</b>	<b>1264</b>	<b>9.9%</b>
<b>Now</b>	<b>5260</b>	<b>6231</b>	<b>0</b>	<b>0</b>	<b>10596</b>	<b>11491</b>	<b>895</b>	<b>8.4%</b>
<b>Salem</b>	<b>47217</b>	<b>57116</b>	<b>0</b>	<b>0</b>	<b>93365</b>	<b>104333</b>	<b>10968</b>	<b>11.7%</b>
<b>Vantage</b>	<b>14077</b>	<b>17091</b>	<b>0</b>	<b>0</b>	<b>28642</b>	<b>31168</b>	<b>2526</b>	<b>8.8%</b>
<b>Winston</b>	<b>70198</b>	<b>78763</b>	<b>0</b>	<b>0</b>	<b>144755</b>	<b>148961</b>	<b>4206</b>	<b>2.9%</b>
<b>Doral</b>	<b>87233</b>	<b>102319</b>	<b>0</b>	<b>0</b>	<b>152532</b>	<b>189552</b>	<b>37020</b>	<b>24.3%</b>
<b>Magna</b>	<b>358</b>	<b>352</b>	<b>0</b>	<b>0</b>	<b>938</b>	<b>710</b>	<b>-228</b>	<b>-24.3%</b>
<b>Sterling</b>	<b>522</b>	<b>534</b>	<b>0</b>	<b>0</b>	<b>1371</b>	<b>1056</b>	<b>-315</b>	<b>-23.0%</b>
<b>Century</b>	<b>502</b>	<b>586</b>	<b>0</b>	<b>0</b>	<b>1222</b>	<b>1088</b>	<b>-134</b>	<b>-11.0%</b>
<b>Mon/PL</b>	<b>52617</b>	<b>57977</b>	<b>0</b>	<b>0</b>	<b>116873</b>	<b>110594</b>	<b>-6279</b>	<b>-5.4%</b>

	1st '97	2nd '97	3rd '97	4th '97	YTD '96	YTD '97	Case Change	% Change
<b>Full Price</b>	<b>225864</b>	<b>270043</b>	<b>0</b>	<b>0</b>	<b>437072</b>	<b>495907</b>	<b>58835</b>	<b>13.5%</b>
<b>Savings</b>	<b>141232</b>	<b>161768</b>	<b>0</b>	<b>0</b>	<b>272936</b>	<b>303000</b>	<b>30064</b>	<b>11.0%</b>
<b>Total RJR</b>	<b>367096</b>	<b>431811</b>	<b>0</b>	<b>0</b>	<b>710008</b>	<b>798907</b>	<b>88899</b>	<b>12.5%</b>

# McLane Volum 1997 year to date

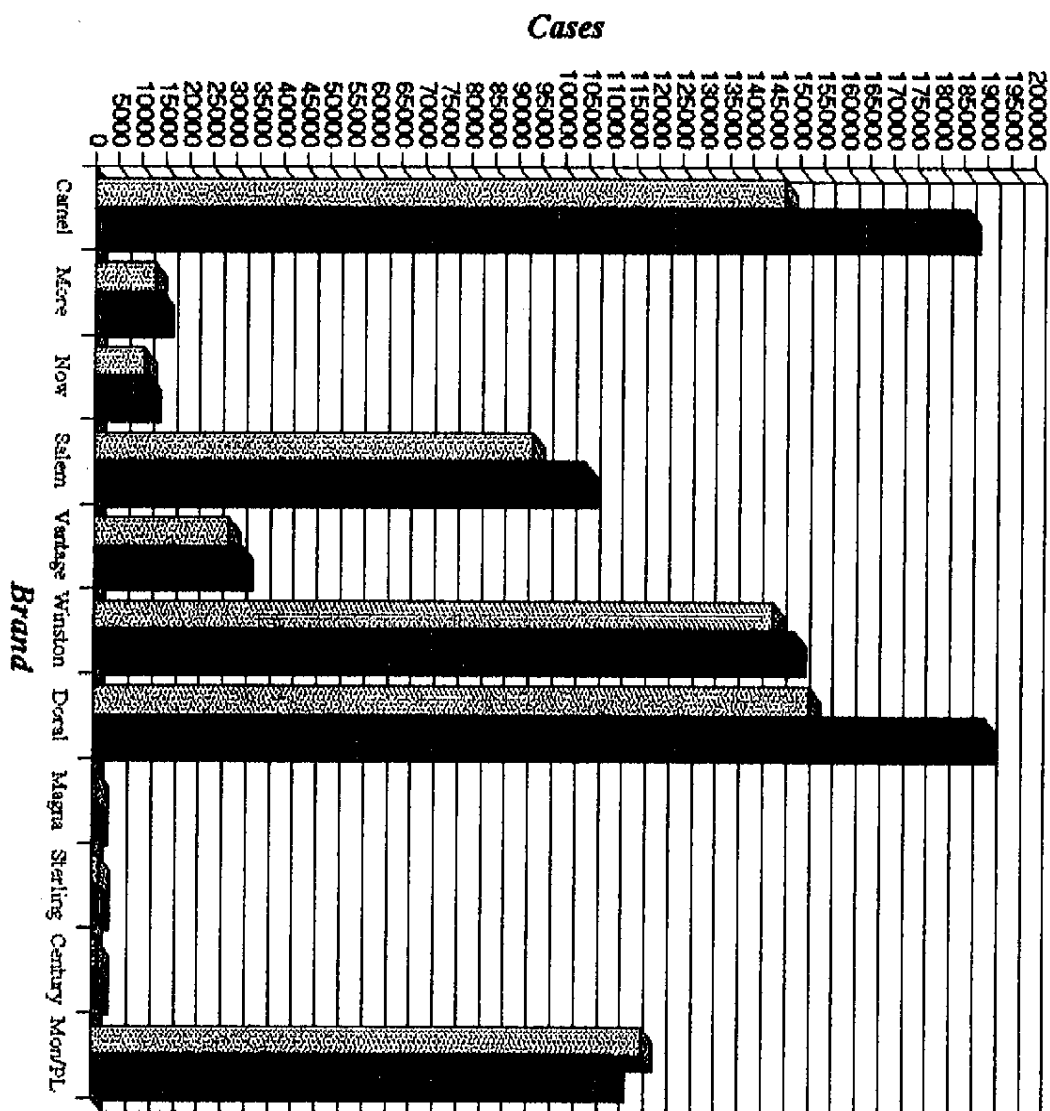
## 1997 Year To Date Shipments By Division



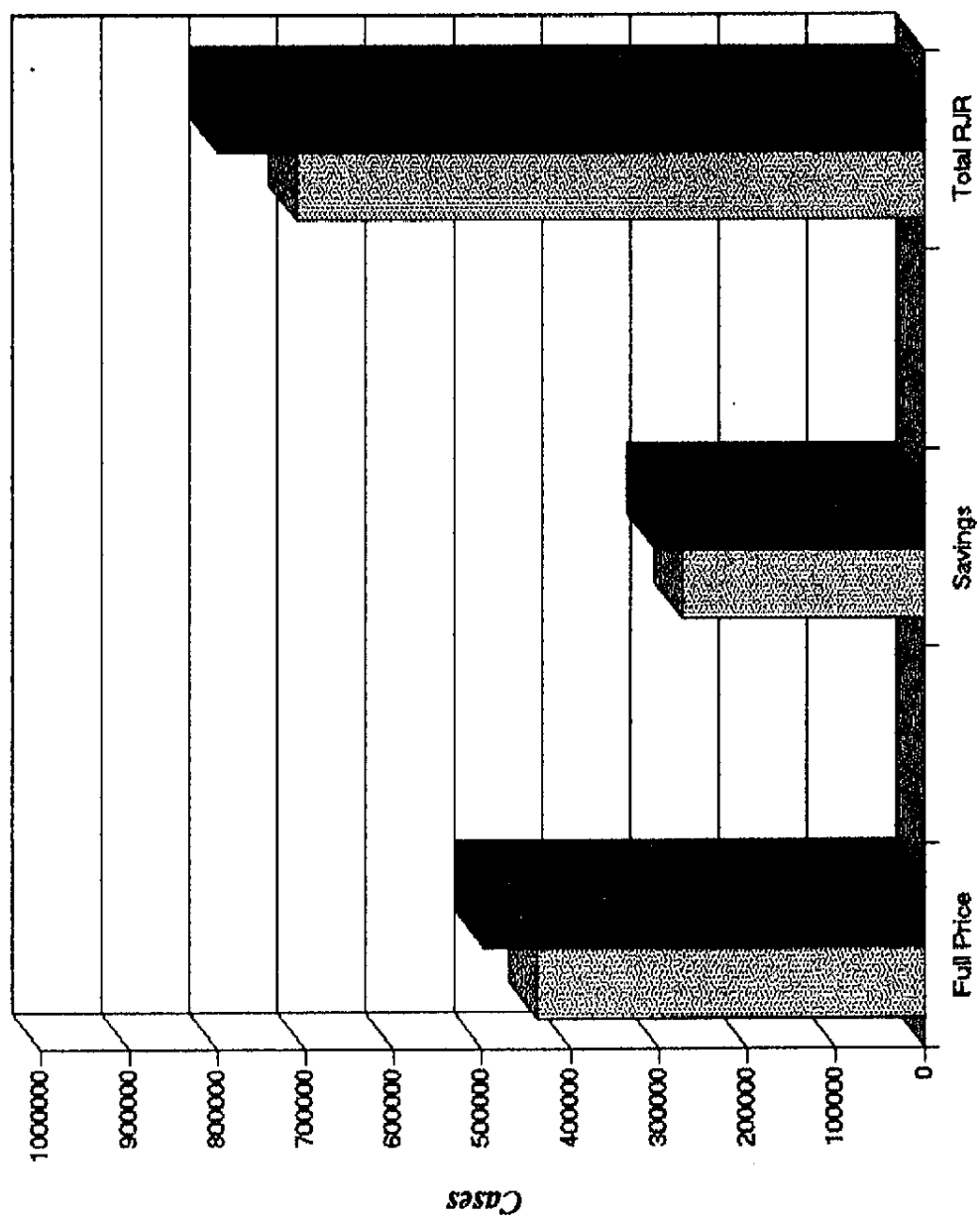
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*McLane Co. / RJR Brand Trend '96 vs '97*



*Mclane Co. / RJR Segment Trends '96 vs. '97*



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	Jan.	Feb.	Mar.	April	May	June	July	Aug.	Sept	Oct	Nov	Dec	1st Qtr.	2nd Qtr.	3rd Qtr.	4th Qtr.	1st 1/2	2nd 1/2	YTD
CAMEL TOTAL	1683	1719	2135	1989	2251	2810	0	0	0	0	0	0	5537	7050	0	0	12587	0	12587
REG NF	1683	1719	2135	1989	2251	2810							5537	7050	0	0	12587	0	12587
FIL KS													0	0	0	0	0	0	0
FIL HP													0	0	0	0	0	0	0
LT KS													0	0	0	0	0	0	0
LT HP													0	0	0	0	0	0	0
LT 100													0	0	0	0	0	0	0
FIL 100													0	0	0	0	0	0	0
WD FIL													0	0	0	0	0	0	0
WD LT													0	0	0	0	0	0	0
UL KS													0	0	0	0	0	0	0
UL BX KS													0	0	0	0	0	0	0
UL BX 100													0	0	0	0	0	0	0
SPC LT KS													0	0	0	0	0	0	0
SPC LT BX KS													0	0	0	0	0	0	0
SPC LT BX 100													0	0	0	0	0	0	0
FIL 99 BX													0	0	0	0	0	0	0
LT 99 BX													0	0	0	0	0	0	0
MORE TOTAL	105	108	113	108	135	133							326	376	0	0	702	0	702
NOW TOTAL	125	140	127	145	172	159							392	476	0	0	868	0	868
SALEM TOTAL	1018	1163	1148	1183	1441	1699							3329	4323	0	0	7652	0	7652
VANTAGE TOTA	151	163	166	171	188	194							470	553	0	0	1023	0	1023
WINSTON TOTAL	1332	1608	1592	1598	1897	1934							4532	5429	0	0	9961	0	9961
SELECT TOT	112	148	130	154	184	0	0	0	0	0	0	0	390	338	0	0	728	0	728
Select FF King	33	45	32	41	41								110	82	0	0	192	0	192
Select FF Box	29	36	41	41	50								106	91	0	0	197	0	197
Select Lt. King	13	17	18	23	32								48	55	0	0	103	0	103
Select Lt. Box	18	30	23	27	38								71	65	0	0	136	0	136
Select Lt. 100's	13	15	11	14	18								39	32	0	0	71	0	71
Select Slim 100's	6	5	5	8	5								16	13	0	0	29	0	29
DORAL TOTAL	761	910	948	781	1180	1209							2619	3170	0	0	5789	0	5789
MAGNA TOTAL	7	5	5	6	5	9							17	20	0	0	37	0	37
STERLING	0	0	0	0	0	0							0	0	0	0	0	0	0
CENTURY	22	41	11	25	20	42							74	87	0	0	161	0	161
MONARCH	541	630	618	587	707	676							1789	1970	0	0	3759	0	3759
GEN/PL	1165	1275	1218	1378	1525	1513							3658	4416	0	0	8074	0	8074
Mon/PL Tot.	1706	1905	1836	1965	2232	2189	0	0	0	0	0	0	5447	6386	0	0	11833	0	11833
RJR FULL PRICE	4414	4901	5271	5194	6084	6929	0	0	0	0	0	0	14586	18207	0	0	32793	0	32793
RJR SAVINGS	2496	2861	2800	2777	3437	3449	0	0	0	0	0	0	8157	9663	0	0	17820	0	17820
TOTAL RJR	6910	7762	8071	7971	9521	10378	0	0	0	0	0	0	22743	27870	0	0	50613	0	50613

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PRIVATE LABEL

51853 6846



# PARTNERS

Partnership In  
Maximizing Category Profit

**PRIVATE LABEL**

*RJ Reynolds*  
Tobacco Company

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BRAND	ACCOUNT	OFF	OFF	DIVISION
		INVOICE CHANGE	INVOICE CURRENT	
CIN	CIRCLE K	1/1/96	\$1.50	ALL BUT MID ATLANTIC, MIDWEST, NORTHEAST
	*SSP	7/15/96	\$2.30	SOUTHWEST, HIGH PLAINS
	GIBBS OIL	7/1/96	\$2.30	NORTHEAST
BRANDON	PSI	8/5/96	\$2.00	SO. CAL, NORTHWEST
	PSI NV	8/5/96	7.12 NET	PACIFIC, SUNWEST
BRENTWOOD	FRIEND'S	5/5/97	\$2.50	HIGH PLAINS
CAVALIER	LIL CHAMPS	4/28/97	\$2.50	SUNEAST, SOUTHEAST
CHARTER	GRANT OIL		\$2.30	
CIMMARON	A-PLUS	4/14/97	\$1.80	NORTHEAST, MIDWEST, CUMBERLAND
	SUWANNEE SWIFTY	10/7/96	\$2.30	SOUTHEAST, SUNEAST
COURIER	QUICK CHEC	12/1/96	\$2.30	NORTHEAST
	COUNTRY FAIR	12/1/96	\$2.30	NORTHEAST
	HANDY WAY	9/8/96	\$2.30	SUNEAST
	EAST COAST CONV.	4/28/97	\$2.50	MID ATLANTIC
DIRECTORS CHOIC	KIEL BROS	12/96	\$2.30	MIDWEST, CUMBERLAND
EXTRA VALUE	7-11 CIC	7/1/96	\$2.30	WESTERN, HIGH PLAINS
FOCUS	MISSION TRAIL	8/12/96	\$2.30	PACIFIC
HIGHWAY	BP AMERICA	5/1/96	\$2.00	SOUTHEAST, CAROLINA, SOUTHERN, SUNEAST, CUMBERLAND, NORTHEAST
	TOSCO	7/1/96	\$1.50	NORTHWEST, PACIFIC, SUNWEST
JACKS	DIAMOND SHAMROCK	4/1/97	\$2.50	HIGH PLAINS, WESTERN, SOUTHWEST, SOUTHERN, SUNWEST
	BEACON OIL	4/1/96	\$2.50	PACIFIC, SUNWEST, NORTHWEST
	NATIONAL FOOD STORES	11/1/96	\$2.30	NORTHEAST
LEGEND	THRIFTWAY MARKET	8/5/96	\$2.30	WESTERN, SUNWEST, HIGH PLAINS, WESTERN
		1/1/97	6.90 NET	NORTHWEST
	STORE 24	8/5/96	\$2.30	NORTHEAST
	USA OIL	10/1/96	\$2.30	PACIFIC, SO. CAL., NORTHWEST
MARTIN	GAS N SHOP	7/15/96	\$2.30	WESTERN
	MAPCO	4/28/97	\$2.50	SOUTHWEST, SUNEAST, SOUTHERN, CUMBERLAND, NORTHWEST
	HILL CITY OIL		\$2.30	SOUTHERN
	FKG/MOTO	3/1/96	\$2.00	MIDWEST, CUMBERLAND
MUSTANG	EZ SERVE	6/2/97	\$1.75	SOUTHEAST, SOUTHERN, MIDWEST, SUNEAST, SOUTHWEST, WESTERN, HIGH PLAINS, CUMBERLAND, CAROLINA
	FAS MART	4/28/97	\$2.50	MID ATLANTIC
	*COMMON CENTS	6/2/97	\$2.50	WESTERN, NORTHWEST
PACE	TOTAL OIL	8/1/96	\$2.30	WESTERN
	HIGGENSON OIL	10/14/96	\$2.30	CUMBERLAND
PILOT	NELLA OIL	10/1/96	\$2.30	PACIFIC
	EXPRESS MART	8/5/96	\$2.30	NORTHEAST
	HUCKS	4/28/97	\$2.50	MIDWEST
Q-SMOKES	THRIFTY OIL		\$0.00	SO. CAL.
	NCS	4/1/97	\$2.50	SOUTHWEST
SCOTCH BUY	SCOTCHMEN	1/1/97	\$2.30	MID ATLANTIC, CAROLINA
SEBRING	KANGAROO	4/28/97	\$2.50	SOUTHEAST
SIGNATURE	AMERADA HESS	7/1/96	\$2.30	SUNEAST, NORTHEAST, SOUTHEAST, CAROLINA
SUNDANCE	*MINI MART	6/2/97	\$2.50	WESTERN
		6/2/97	\$1.50	NORTHWEST
	LOAF N JUG	6/2/97	\$2.50	WESTERN
TEMPO	SUGAR CREEK		\$1.20	NORTHEAST
VALUE PRIDE	THRIFTY OIL		\$0.00	PACIFIC, SO. CAL
	COASTAL MART	8/5/96	\$2.30	WESTERN, SUNEAST, SOUTHWEST, SOUTHEAST, MID ATLANTIC, SOUTHERN, NORTHEAST, HIGH PLAINS, CUMBERLAND, MIDWEST, CAROLINA
VALUE SENSE	BIMOR		\$0.00	NORTHWEST
	GATE OIL	6/2/97	\$2.50	SOUTHEAST, MID ATLANTIC, SOUTHERN, SUNEAST, CUMBERLAND, CAROLINA
WORTH	PANTRY	12/1/96	\$2.30	SOUTHEAST, CUMBERLAND, CAROLINA

51853 6848

# MCLANE P/L GENERIC VOLUME

PL8RT1.5XLS1

Brand Totals	1995					1996					1997				
	1st	2nd	3rd	4th	YTD Total	1st	2nd	3rd	4th	YTD Total	1st	2nd	3rd	4th	YTD Total
Marker	2989	2801	2762	2811	11363	2553	3037	3373	3045	12008	2405	3070	0	0	5475
Value Pride	2520	2996	3601	1721	10838	2112	2027	2301	2000	8440	1653	1720	0	0	3373
Pilot	420	-35	0	61	446	158	810	783	728	2479	606	744	0	0	1350
Bargain Buy	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Jacks	2485	2782	3817	2190	11274	2521	2814	2897	3370	11602	1781	2018	0	0	3799
Sundance	904	960	898	595	3357	908	1595	1575	1117	5195	1108	1303	0	0	2411
Austin	14680	27517	23089	18378	83664	24825	19878	19155	18847	82705	17765	20053	0	0	37818
Worth	538	810	283	0	1631	1423	2688	2473	2351	8935	2907	2499	0	0	5406
Extra Value	269	317	283	177	1046	177	198	248	227	850	171	194	0	0	365
Highway	587	717	774	691	2769	1013	2153	1908	1790	6864	1502	1667	0	0	3169
Tempo	136	150	420	38	744	19	199	114	89	421	76	75	0	0	151
Legend	348	453	479	386	1666	423	431	1362	2823	5039	2541	2817	0	0	5258
Mustang	929	1164	1446	1462	5001	2736	2345	2528	2345	9954	1859	1462	0	0	3321
Q-Smokes	2746	2398	2053	1805	9002	1833	2124	2351	2720	9028	2922	2871	0	0	5793
Sebring	71	166	217	296	750	419	346	302	258	1325	240	331	0	0	571
Scotch Buy	739	869	838	491	2937	0	0	0	0	0	294	322	0	0	616
Value Sense	792	993	927	832	3544	987	875	995	1021	3878	779	846	0	0	1625
Manchester	0	167	479	338	984	437	416	916	716	2485	0	0	0	0	0
Slim Price	0	0	194	34	228	3	0	0	0	3	0	0	0	0	0
Pace	0	0	0	0	0	128	293	245	255	921	174	216	0	0	390
Brandon	0	544	463	618	1625	315	372	514	176	1377	106	103	0	0	209
Focus	0	0	87	163	250	155	136	110	103	504	85	78	0	0	163
Cavalier	0	0	0	0	0	0	1086	1253	1303	3642	1119	1130	0	0	2249
Directors Choic	0	0	0	0	0	0	0	0	0	0	304	542	0	0	846
	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Signature	0	0	0	0	0	0	0	594	642	1236	714	773	0	0	1487
Cimarron	3564	4248	4918	4269	16999	3972	4164	3931	3592	15659	2795	3282	0	0	6077
Courier	1557	2366	2382	2269	8574	2065	2325	1569	1803	7762	1493	1806	0	0	3299
Brentwood	151	218	271	204	844	207	176	184	179	746	137	147	0	0	284
Total P/L	36425	52601	50681	39829	179536	49389	50488	51681	51500	203058	45536	50069	0	0	95605
Monarch	10578	12577	8574	5651	37380	5901	6331	6538	5668	24438	5136	5853	0	0	10989
Best Value	4120	4421	3000	2451	13992	2371	2298	2383	2159	9211	1890	2111	0	0	4001
	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
TOTAL GEN/PL	51123	69599	62255	47931	230908	57661	59117	60602	59327	236707	52582	58033	0	0	110595

# MCLANE P/L GENERIC VOLUME TOTAL

PLTOTALXLS1

	1995					1996					1997				
	1st	2nd	3rd	4th	YTD Total	1st	2nd	3rd	4th	YTD Total	1st	2nd	3rd	4th	YTD Total
HIGH PLAINS	1941	2773	2325	1576	8615	2752	2786	2687	2873	11098	2153	2232	0	0	4385
VEGAS / CUMB	252	1248	1254	1154	3908	2310	4052	4134	3760	14256	3732	4511	0	0	8243
MID ATLANTIC	954	1052	1061	728	3795	680	688	629	457	2454	467	536	0	0	1003
MIDWEST	2257	1687	1105	958	6007	1110	1356	1637	1395	5498	1312	1801	0	0	3113
NORTHEAST	7944	9492	9502	6872	33810	6672	7706	7008	6515	27901	5447	6385	0	0	11832
NORTHWEST	3437	4863	4488	3209	15997	3296	2773	2804	2920	11793	2178	2948	0	0	5126
PACIFIC	1223	1794	2431	2357	7805	2845	2813	2802	3781	12241	2926	3150	0	0	6076
SO. CALIFORNI	5333	5193	4306	3766	18598	3989	4000	4510	4603	17102	4003	4385	0	0	8388
SOUTHEAST	4261	5446	5681	3050	18438	5104	5576	5740	5314	21734	2881	2909	0	0	5790
SOUTHERN	3971	4877	4593	3807	17248	4879	4499	5049	5533	19960	4886	4744	0	0	9630
SOUTHWEST	6865	8471	7186	5154	27676	5799	5389	5721	5648	22557	4937	5022	0	0	9959
SUNEAST	6858	9863	7454	6811	30986	7985	7671	8247	8136	32039	7101	7171	0	0	14272
SUNWEST	2381	8668	6222	5673	22944	6673	5628	5401	4783	22485	4532	5261	0	0	9793
WESTERN	3446	4172	4647	2816	15081	3567	4180	4233	3609	15589	2936	3560	0	0	6496
CAROLINA											3071	3418	0	0	6489
TOTAL	51123	69599	62255	47931	230908	57661	59117	60602	59327	236707	52562	58033	0	0	110595

0589 ES81S




# MCLANE P/L GENERIC VOLJME - NORTHEAST BRANCH

F ST5.XLS 1

Northeast	1995					1996					1997				
	1st	2nd	3rd	4th	YTD Total	1st	2nd	3rd	4th	YTD Total	1st	2nd	3rd	4th	YTD Total
Marker					0					0					0
Value Pride	129	187	225	114	655	139	141	147	97	524	93	112			205
Pilot					0	25	194	186	179	584	143	183			326
Bargain Buy					0					0					0
Jacks					0				90	90	44	71			115
Sundance					0					0					0
Austin	155	173	155	100	583	122	141	117	116	496	70	29			99
Worth					0					0					0
Extra Value					0					0					0
Highway					0	0	192	251	216	659	196	266			462
Tempo	136	150	420	38	744	19	199	114	89	421	76	75			151
Legend	154	223	253	214	844	204	213	236	213	866	167	203			370
Mustang					0					0					0
Q-Smokes					0					0					0
Sebring					0					0					0
Scotch Buy					0					0					0
Value Sense					0					0					0
Manchester					0					0					0
Slim Price					0					0					0
Pace					0					0					0
Brandon					0					0					0
Focus					0					0					0
					0					0					0
					0					0					0
					0					0					0
					0					0					0
Signature					0			61	11	72	13	26			39
Cimarron	3155	3827	4289	3657	14928	3367	3406	3117	2942	12832	2295	2801			5096
Courier	249	818	1167	935	3169	1020	1038	640	664	3362	557	649			1206
Brentwood					0					0					0
Total PL	3978	5378	6509	5058	20923	4896	5524	4869	4617	19906	3654	4415	0	0	8069
Monarch	3810	4048	2909	1802	12569	1765	2171	2128	1891	7955	1789	1970			3759
Best Value	156	66	54	12	288	11	11	11	7	40	4	0			4
TOTAL	7944	9492	9472	6872	33780	6672	7706	7008	6515	27901	5447	6385	0	0	11832

1589 85819

PARTNERS  
1ST HALF 97



51853 6852

A stylized rainbow logo consisting of multiple concentric semi-circular bands, with the word "PARTNERS" centered across its middle.

# PARTNERS

Partnership In  
Maximizing Category Profit

**PARTNERS 1ST HALF 1997**

Program Period:  
July - December, 1997

*RJ Reynolds*  
Tobacco Company

(1)whlsc297.ppt:1/97(rev.7/21/97)

51853 6853

## PARTNERS EARNINGS JAN. - JUNE 29, 1997

26 WEEKS OF 26 WEEK PROGRAM 1ST HALF 1997

ADJUSTED FINAL

	INSIDE			OUTSIDE			TOTAL			
DIVISION	CARTONS	\$ TO DATE	\$ PER CTN	CARTONS	\$ TO DATE	\$ PER CTN	CARTONS	\$ TO DATE	\$ PER CTN	% INSIDE BUSINESS
NORTHEAST	1,122,722	\$90,043	\$0.08	1,777,193	\$284,351	\$0.16	2,899,915	\$374,394	\$0.1291	39%
MID ATLANTIC	639,996	\$74,588	\$0.12	1,264,556	\$252,911	\$0.20	1,904,552	\$327,499	\$0.1720	34%
SOUTHEAST	1,921,595	\$228,716	\$0.12	2,148,326	\$300,766	\$0.14	4,069,921	\$529,482	\$0.1301	47%
SUNEAST	3,080,595	\$556,334	\$0.18	4,265,939	\$1,023,825	\$0.24	7,346,534	\$1,580,159	\$0.2151	42%
CUMBERLAND	762,571	\$100,699	\$0.13	2,016,734	\$282,343	\$0.14	2,779,305	\$383,042	\$0.1378	27%
SOUTHERN	1,042,105	\$159,052	\$0.15	2,106,414	\$421,283	\$0.20	3,148,519	\$580,335	\$0.1843	33%
MIDWEST	1,625,330	\$202,149	\$0.12	1,293,279	\$206,925	\$0.16	2,918,609	\$409,074	\$0.1402	56%
SOUTHWEST	3,398,189	\$543,027	\$0.16	2,421,492	\$435,869	\$0.18	5,819,681	\$978,896	\$0.1682	58%
HIGH PLAINS	629,866	\$80,300	\$0.13	944,725	\$85,025	\$0.09	1,574,591	\$165,325	\$0.1050	40%
WESTERN	1,003,588	\$69,408	\$0.07	2,161,734	\$453,964	\$0.21	3,165,322	\$523,372	\$0.1653	32%
SUNWEST	274,527	\$40,665	\$0.15	1,813,565	\$290,170	\$0.16	2,088,092	\$330,835	\$0.1584	13%
SO. CAL.	387,437	\$36,032	\$0.09	1,554,406	\$248,705	\$0.16	1,941,843	\$284,737	\$0.1466	20%
PACIFIC	334,826	\$45,555	\$0.14	1,393,356	\$83,601	\$0.06	1,728,182	\$129,156	\$0.0747	19%
NORTHWEST	251,860	\$31,237	\$0.12	1,248,207	\$337,016	\$0.27	1,500,067	\$368,253	\$0.2455	17%
CAROLINA	1,211,908	\$191,678	\$0.16	1,401,094	\$294,230	\$0.21	2,613,002	\$485,908	\$0.1860	46%
TOTAL	17,687,115	\$2,449,483	\$0.14	26,409,926	\$5,000,984	\$0.19	44,097,041	\$7,450,467	\$0.1690	40%

PARTNERS EARNINGS JAN. - JUNE 29, 1997  
26 WEEKS OF 26 WEEK PROGRAM 1ST HALF 1997  
ADJUSTED FINAL

	INSIDE			OUTSIDE			TOTAL			
DIVISION	CARTONS	\$ TO DATE	\$ PER CTN	CARTONS	\$ TO DATE	\$ PER CTN	CARTONS	\$ TO DATE	\$ PER CTN	% INSIDE BUSINESS
NORTHEAST	1,122,722	\$90,043	\$0.08	1,777,193	\$284,351	\$0.16	2,899,915	\$374,394	\$0.1291	39%
MID ATLANTIC	639,996	\$74,588	\$0.12	1,264,556	\$252,911	\$0.20	1,904,552	\$327,499	\$0.1720	34%
SOUTHEAST	1,921,595	\$228,716	\$0.12	2,148,326	\$300,766	\$0.14	4,069,921	\$529,482	\$0.1301	47%
SUNEAST	3,080,595	\$556,334	\$0.18	4,265,939	\$1,023,825	\$0.24	7,346,534	\$1,580,159	\$0.2151	42%
CUMBERLAND	762,571	\$100,699	\$0.13	2,016,734	\$282,343	\$0.14	2,779,305	\$383,042	\$0.1378	27%
SOUTHERN	1,042,105	\$159,052	\$0.15	2,106,414	\$421,283	\$0.20	3,148,519	\$580,335	\$0.1843	33%
MIDWEST	1,625,330	\$202,149	\$0.12	1,293,279	\$206,925	\$0.16	2,918,609	\$409,074	\$0.1402	56%
SOUTHWEST	3,398,189	\$543,027	\$0.16	2,421,492	\$435,869	\$0.18	5,819,681	\$978,895	\$0.1682	58%
HIGH PLAINS	629,866	\$80,300	\$0.13	944,725	\$85,025	\$0.09	1,574,591	\$165,325	\$0.1050	40%
WESTERN	1,003,588	\$69,408	\$0.07	2,161,734	\$453,964	\$0.21	3,165,322	\$523,373	\$0.1653	32%
SUNWEST	274,527	\$40,665	\$0.15	1,813,565	\$290,170	\$0.16	2,088,092	\$330,836	\$0.1584	13%
SO. CAL.	387,437	\$36,032	\$0.09	1,554,406	\$248,705	\$0.16	1,941,843	\$284,737	\$0.1466	20%
PACIFIC	334,826	\$45,555	\$0.14	1,393,356	\$83,601	\$0.06	1,728,182	\$129,156	\$0.0747	19%
NORTHWEST	251,860	\$31,237	\$0.12	1,248,207	\$337,016	\$0.27	1,500,067	\$368,252	\$0.2455	17%
CAROLINA	1,211,908	\$191,678	\$0.16	1,401,094	\$294,230	\$0.21	2,613,002	\$485,908	\$0.1860	46%
TOTAL	17,687,115	\$2,449,483	\$0.14	26,409,926	\$5,000,984	\$0.19	44,097,041	\$7,450,466	\$0.1690	40%

INSIDE PLAN G & PLAN A CALCULATIONS

	SAM'S	SAM'S	PLAN G	EARNINGS	PLAN A	PLAN A	EARNINGS	PLAN G %	SAM'S %	SAM'S %
DIVISION	VOL	63%	PER CTN	PLAN G	IN VOL	PER CTN	PLAN A	INSIDE	INSIDE	TOTAL
NORTHEAST	716,410	451,338	\$0.14	\$63,187	671,384	\$0.04	\$26,855	40%	64%	25%
MID ATLANTIC	332,406	209,416	\$0.13	\$27,224	430,580	\$0.11	\$47,364	33%	52%	17%
SOUTHEAST	1,376,241	867,032	\$0.13	\$112,714	1,054,563	\$0.11	\$116,002	45%	72%	34%
SUNEAST	2,589,899	1,631,636	\$0.19	\$310,011	1,448,959	\$0.17	\$246,323	53%	84%	35%
CUMBERLAND	124,205	78,249	\$0.15	\$11,737	684,322	\$0.13	\$88,962	10%	16%	4%
SOUTHERN	217,200	136,836	\$0.17	\$23,262	905,269	\$0.15	\$135,790	13%	21%	7%
MIDWEST	564,256	355,481	\$0.14	\$49,767	1,269,849	\$0.12	\$152,382	22%	35%	19%
SOUTHWEST	2,642,732	1,664,921	\$0.17	\$283,037	1,733,268	\$0.15	\$259,990	49%	78%	45%
HIGH PLAINS	374,293	235,805	\$0.14	\$33,013	394,061	\$0.12	\$47,287	37%	59%	24%
WESTERN	623,822	393,008	\$0.13	\$51,091	610,580	\$0.03	\$18,317	39%	62%	20%
SUNWEST	177,109	111,579	\$0.16	\$17,853	162,948	\$0.14	\$22,813	41%	65%	8%
SO. CAL.	387,436	244,085	\$0.13	\$31,731	143,352	\$0.03	\$4,301	63%	100%	20%
PACIFIC	160,899	101,366	\$0.15	\$15,205	233,460	\$0.13	\$30,350	30%	48%	9%
NORTHWEST	80,429	50,670	\$0.14	\$7,094	201,190	\$0.12	\$24,143	20%	32%	5%
CAROLINA	785,051	494,582	\$0.17	\$84,079	717,326	\$0.15	\$107,599	41%	65%	30%
TOTAL	11,152,388	7,026,004	\$0.16	\$1,121,005	10,661,111	\$0.12	\$1,328,478	40%	63%	25%

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## McLANE PARTNERS RESULTS

CENTS PER CARTON

FIRST HALF 1997 FINAL

26 OF 26 WEEKS

## INSIDE

## OUTSIDE

MAX PAY	8	ADJ	12	5	4	3	32	ADJ	10	12	5	4	3	34
DIVISON	CAT II	CAT II	FP	CAMEL	DORAL	INFO	TOTAL	IN TOTAL	CAT II	FP	CAMEL	DORAL	INFO	TOTAL
NEAST	00	10-40	00	01	00	03	4.00	8.00	10	01	00	02	03	16.00
MID ATL	08	10-33	00	00	00	03	11.00	12.00	10	01	02	04	03	20.00
SEAST	08	10-45	00	00	00	03	11.00	12.00	10	00	00	01	03	14.00
SUNE	08	10-53	01	01	04	03	17.00	18.00	10	05	02	04	03	24.00
CUMB	08	10-10	00	00	02	03	13.00	13.00	10	00	01	00	03	14.00
STHRN	08	10-13	00	00	04	03	15.00	15.00	10	01	02	04	03	20.00
MID W	08	10-22	00	00	01	03	12.00	12.00	10	02	00	01	03	16.00
SWEST	08	10-49	00	00	04	03	15.00	16.00	10	00	01	04	03	18.00
H PLNS	08	10-37	00	00	01	03	12.00	13.00	00	01	01	04	03	9.00
WSTRN	00	10-39	00	00	00	03	3.00	7.00	10	02	02	04	03	21.00
SUNW	08	10-41	00	00	03	03	14.00	15.00	10	01	00	02	03	16.00
SO CAL	00	10-63	00	00	00	03	3.00	9.00	10	01	00	02	03	16.00
PAC	08	10-30	01	00	01	03	13.00	14.00	00	02	01	00	03	6.00
NWEST	08	10-20	00	00	01	03	12.00	12.00	10	08	05	01	03	27.00
CAROLIN	08	10-41	00	00	04	03	15.00	16.00	10	02	02	04	03	21.00
TOTAL							\$0.12	\$0.14						\$19.00

9589 85815

## PARTNERS EARNIN 5 JAN. - JUNE 29, 1997

26 WEEKS OF 26 WEEK PROGRAM 1ST HALF 1997

ADJUSTED FINAL

	INSIDE			OUTSIDE			TOTAL			
DIVISION	CARTONS	\$ TO DATE	\$ PER CT	CARTONS	\$ TO DATE	\$ PER CT	CARTONS	\$ TO DATE	\$ PER CTN	% INSIDE BUSINESS
NORTHWEST	251,860	\$31,237	\$0.12	1,248,207	\$337,016	\$0.27	1,500,067	\$368,253	\$0.2455	17%
SUNEAST	3,080,595	\$556,334	\$0.18	4,265,939	\$1,023,825	\$0.24	7,346,534	\$1,580,159	\$0.2151	42%
CAROLINA	1,211,908	\$191,678	\$0.16	1,401,094	\$294,230	\$0.21	2,613,002	\$485,908	\$0.1860	46%
SOUTHERN	1,042,105	\$159,052	\$0.15	2,106,414	\$421,283	\$0.20	3,148,519	\$580,335	\$0.1843	33%
MID ATLANTIC	639,996	\$74,588	\$0.12	1,264,556	\$252,911	\$0.20	1,904,552	\$327,499	\$0.1720	34%
SOUTHWEST	3,398,189	\$543,027	\$0.16	2,421,492	\$435,869	\$0.18	5,819,681	\$978,896	\$0.1682	58%
WESTERN	1,003,588	\$69,408	\$0.07	2,161,734	\$453,964	\$0.21	3,165,322	\$523,372	\$0.1653	32%
SUNWEST	274,527	\$40,665	\$0.15	1,813,565	\$290,170	\$0.16	2,088,092	\$330,835	\$0.1584	13%
SO. CAL.	387,437	\$36,032	\$0.09	1,554,406	\$248,705	\$0.16	1,941,843	\$284,737	\$0.1466	20%
MIDWEST	1,625,330	\$202,149	\$0.12	1,293,279	\$206,925	\$0.16	2,918,609	\$409,074	\$0.1402	56%
CUMBERLAND	762,571	\$100,699	\$0.13	2,016,734	\$282,343	\$0.14	2,779,305	\$383,042	\$0.1378	27%
SOUTHEAST	1,921,595	\$228,716	\$0.12	2,148,326	\$300,766	\$0.14	4,069,921	\$529,482	\$0.1301	47%
NORTHEAST	1,122,722	\$90,043	\$0.08	1,777,193	\$284,351	\$0.16	2,899,915	\$374,394	\$0.1291	39%
HIGH PLAINS	629,866	\$80,300	\$0.13	944,725	\$85,025	\$0.09	1,574,591	\$165,325	\$0.1050	40%
PACIFIC	334,826	\$45,555	\$0.14	1,393,356	\$83,601	\$0.06	1,728,182	\$129,156	\$0.0747	19%
TOTAL	17,687,115	\$2,449,483	\$0.14	26,417,664	\$5,000,984	\$0.19	44,104,779	\$7,450,467	\$0.1689	40%

## DIVISION PARTNER RANKING

TOTAL OF PARTNERS 4/95 - 6/97

	INSIDE			OUTSIDE			TOTAL			
DIVISION	CARTONS	\$ TO DATE	\$ PER CTN	CARTONS	\$ TO DATE	\$ PER CTN	CARTONS	\$ TO DATE	\$ PER CTN	% INSIDE BUSINESS
CUMBERLAND	3,665,001	\$534,280	\$0.15	6,644,665	\$1,859,771	\$0.28	10,309,666	\$2,394,051	\$0.2322	36%
NORTHWEST	1,148,924	\$216,993	\$0.19	5,969,047	\$1,389,117	\$0.23	7,117,971	\$1,606,110	\$0.2256	16%
SO. CAL.	1,945,589	\$432,716	\$0.22	6,166,129	\$1,370,702	\$0.22	8,111,718	\$1,803,418	\$0.2223	24%
WESTERN	4,692,108	\$834,146	\$0.18	9,810,263	\$2,364,557	\$0.24	14,502,371	\$3,198,703	\$0.2206	32%
SUNWEST	1,158,529	\$234,504	\$0.20	8,490,468	\$1,876,539	\$0.22	9,648,997	\$2,111,043	\$0.2188	12%
SOUTHERN	4,827,655	\$866,792	\$0.18	8,692,770	\$1,970,086	\$0.23	13,520,425	\$2,836,878	\$0.2098	36%
NORTHEAST	5,384,893	\$1,006,482	\$0.19	8,232,569	\$1,821,129	\$0.22	13,617,462	\$2,827,611	\$0.2076	40%
PACIFIC	2,195,750	\$485,202	\$0.22	4,228,075	\$815,843	\$0.19	6,423,825	\$1,301,045	\$0.2025	34%
SOUTHWEST	15,615,961	\$2,859,414	\$0.18	10,288,160	\$2,327,130	\$0.23	25,904,121	\$5,186,544	\$0.2002	60%
HIGH PLAINS	2,422,922	\$475,304	\$0.20	4,024,516	\$814,924	\$0.20	6,447,438	\$1,290,228	\$0.2001	38%
SOUTHEAST	12,123,907	\$2,302,517	\$0.19	12,596,273	\$2,411,243	\$0.19	24,720,180	\$4,713,760	\$0.1907	49%
SUNEAST	13,237,867	\$2,041,601	\$0.15	16,562,439	\$3,539,845	\$0.21	29,800,306	\$5,581,446	\$0.1873	44%
MIDWEST	8,175,756	\$1,444,229	\$0.18	5,021,682	\$1,013,523	\$0.20	13,197,438	\$2,457,752	\$0.1862	62%
CAROLINA	1,211,908	\$191,678	\$0.16	1,401,094	\$294,230	\$0.21	2,613,002	\$485,908	\$0.1860	46%
MID ATLANTIC	2,998,883	\$401,296	\$0.13	6,200,581	\$1,197,130	\$0.19	9,199,464	\$1,598,426	\$0.1738	33%
TOTAL	80,805,653	\$14,327,154	\$0.18	114,328,731	\$25,065,769	\$0.22	195,134,384	\$39,392,923	\$0.2019	41%

LS89 ES81S

## PARTNERS 96

## 1ST HALF

	INSIDE			OUTSIDE			TOTAL			
DIVISION	CARTONS	\$ TO DATE	\$ PER CTN	CARTONS	\$ TO DATE	\$ PER CTN	CARTONS	\$ TO DATE	\$ PER CTN	% INSIDE BUSINESS
NORTHEAST	1,056,122	\$147,857	\$0.14	1,732,216	\$329,121	\$0.19	2,788,338	\$476,978	\$0.1711	38%
MID ATLANTIC	661,713	\$99,257	\$0.15	1,383,142	\$221,303	\$0.16	2,044,855	\$320,560	\$0.1568	32%
SOUTHEAST	2,460,512	\$393,682	\$0.16	3,017,311	\$452,597	\$0.15	5,477,823	\$846,279	\$0.1545	45%
SUNEAST	2,847,294	\$540,986	\$0.19	3,610,008	\$722,002	\$0.20	6,457,302	\$1,262,988	\$0.1956	44%
CUMBERLAND	799,383	\$167,870	\$0.21	1,539,972	\$446,592	\$0.29	2,339,355	\$614,462	\$0.2627	34%
SOUTHERN	1,007,708	\$141,079	\$0.14	1,879,606	\$319,533	\$0.17	2,887,314	\$460,612	\$0.1595	35%
MIDWEST	1,771,769	\$389,789	\$0.22	1,050,299	\$220,563	\$0.21	2,822,068	\$610,352	\$0.2163	63%
SOUTHWEST	3,377,225	\$540,356	\$0.16	2,078,027	\$415,605	\$0.20	5,455,252	\$955,961	\$0.1752	62%
HIGH PLAINS	542,465	\$81,370	\$0.15	927,132	\$111,256	\$0.12	1,469,597	\$192,626	\$0.1311	37%
WESTERN	1,005,022	\$201,004	\$0.20	2,097,774	\$398,577	\$0.19	3,102,796	\$599,581	\$0.1932	32%
SUNWEST	256,517	\$58,999	\$0.23	1,908,431	\$286,265	\$0.15	2,164,948	\$345,264	\$0.1595	12%
SO. CAL.	439,788	\$123,141	\$0.28	1,218,669	\$158,427	\$0.13	1,658,457	\$281,568	\$0.1698	27%
PACIFIC	580,421	\$255,385	\$0.44	805,795	\$145,043	\$0.18	1,386,216	\$400,428	\$0.2889	42%
NORTHWEST	256,794	\$51,359	\$0.20	1,179,757	\$200,559	\$0.17	1,436,551	\$251,918	\$0.1754	18%
TOTAL	17,062,733	\$3,192,134	\$0.19	24,428,139	\$4,427,443	\$0.18	41,490,872	\$7,619,577	\$0.1836	41%

## 2ND HALF

	INSIDE			OUTSIDE			TOTAL			
DIVISION	CARTONS	\$ TO DATE	\$ PER CTN	CARTONS	\$ TO DATE	\$ PER CTN	CARTONS	\$ TO DATE	\$ PER CTN	% INSIDE BUSINESS
NORTHEAST	1,213,137	\$230,496	\$0.19	1,872,906	\$580,601	\$0.31	3,086,043	\$811,097	\$0.2628	39%
MID ATLANTIC	678,537	\$54,283	\$0.08	1,294,723	\$90,631	\$0.07	1,973,260	\$144,914	\$0.0734	34%
SOUTHEAST	2,837,003	\$453,920	\$0.16	3,136,809	\$627,362	\$0.20	5,973,812	\$1,081,282	\$0.1810	47%
SUNEAST	2,803,664	\$448,586	\$0.16	3,938,103	\$511,953	\$0.13	6,741,767	\$960,539	\$0.1425	42%
CUMBERLAND	764,538	\$99,390	\$0.13	2,023,264	\$768,840	\$0.38	2,787,802	\$868,230	\$0.3114	27%
SOUTHERN	1,204,057	\$204,690	\$0.17	2,077,636	\$519,409	\$0.25	3,281,693	\$724,099	\$0.2206	37%
MIDWEST	1,762,863	\$158,658	\$0.09	1,170,245	\$163,834	\$0.14	2,933,108	\$322,492	\$0.1099	60%
SOUTHWEST	3,377,788	\$574,224	\$0.17	2,174,475	\$391,406	\$0.18	5,552,263	\$965,630	\$0.1739	61%
HIGH PLAINS	619,129	\$105,252	\$0.17	973,619	\$253,141	\$0.26	1,592,748	\$358,393	\$0.2250	39%
WESTERN	1,069,402	\$192,492	\$0.18	2,188,729	\$503,408	\$0.23	3,258,131	\$695,900	\$0.2136	33%
SUNWEST	244,790	\$39,166	\$0.16	1,753,381	\$455,879	\$0.26	1,998,171	\$495,045	\$0.2477	12%
SO. CAL.	430,778	\$94,771	\$0.22	1,408,987	\$507,235	\$0.36	1,839,765	\$602,006	\$0.3272	23%
PACIFIC	440,841	\$13,225	\$0.03	984,718	\$305,263	\$0.31	1,425,559	\$318,488	\$0.2234	31%
NORTHWEST	267,277	\$37,419	\$0.14	1,124,307	\$247,348	\$0.22	1,391,584	\$284,767	\$0.2046	19%
TOTAL	17,713,804	\$2,706,572	\$0.15	26,121,902	\$5,926,310	\$0.23	43,835,706	\$8,632,882	\$0.1969	40%

## TOTAL

	INSIDE			OUTSIDE			TOTAL			
DIVISION	CARTONS	\$ TO DATE	\$ PER CTN	CARTONS	\$ TO DATE	\$ PER CTN	CARTONS	\$ TO DATE	\$ PER CTN	% INSIDE BUSINESS
NORTHEAST	2,269,259	\$378,353	\$0.17	3,605,122	\$909,722	\$0.25	5,874,381	\$1,288,075	\$0.2193	39%
MID ATLANTIC	1,340,250	\$153,540	\$0.11	2,677,865	\$311,934	\$0.12	4,018,115	\$465,474	\$0.1158	33%
SOUTHEAST	5,297,515	\$847,602	\$0.16	6,154,120	\$1,079,959	\$0.18	11,451,635	\$1,927,561	\$0.1683	46%
SUNEAST	5,650,958	\$989,572	\$0.18	7,548,111	\$1,233,955	\$0.16	13,199,069	\$2,223,527	\$0.1685	43%
CUMBERLAND	1,563,921	\$267,260	\$0.17	3,563,236	\$1,215,432	\$0.34	5,127,157	\$1,482,692	\$0.2892	31%
SOUTHERN	2,211,765	\$345,769	\$0.16	3,957,242	\$838,942	\$0.21	6,169,007	\$1,184,711	\$0.1920	36%
MIDWEST	3,534,632	\$548,447	\$0.16	2,220,544	\$384,397	\$0.17	5,755,176	\$932,844	\$0.1621	61%
SOUTHWEST	6,755,013	\$1,114,580	\$0.17	4,252,502	\$807,011	\$0.19	11,007,515	\$1,921,591	\$0.1746	61%
HIGH PLAINS	1,161,594	\$186,622	\$0.16	1,900,751	\$364,397	\$0.19	3,062,345	\$551,019	\$0.1799	38%
WESTERN	2,074,424	\$393,496	\$0.19	4,286,503	\$901,985	\$0.21	6,360,927	\$1,295,481	\$0.2037	33%
SUNWEST	501,307	\$98,165	\$0.20	3,661,812	\$742,144	\$0.20	4,163,119	\$840,309	\$0.2018	12%
SO. CAL.	870,566	\$217,912	\$0.25	2,627,656	\$665,662	\$0.25	3,498,222	\$883,574	\$0.2526	25%
PACIFIC	1,021,262	\$268,610	\$0.26	1,790,513	\$450,306	\$0.25	2,811,775	\$718,916	\$0.2557	36%
NORTHWEST	524,071	\$88,778	\$0.17	2,304,064	\$447,907	\$0.19	2,828,135	\$536,685	\$0.1898	19%
TOTAL	34,776,537	\$5,898,706	\$0.17	50,550,041	\$10,353,753	\$0.20	85,326,578	\$16,252,459	\$0.1905	41%

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# PARTNERS RESULTS 4/95 - 12/96

## TOTAL PARTNERS 96

DIVISION	INSIDE			OUTSIDE			TOTAL			% INSIDE BUSINESS
	CARTONS	\$ TO DATE	\$ PER CTN	CARTONS	\$ TO DATE	\$ PER CTN	CARTONS	\$ TO DATE	\$ PER CTN	
NORTHEAST	2,269,259	\$378,353	\$0.17	3,605,122	\$909,722	\$0.25	5,874,381	\$1,288,075	\$0.2193	39%
MID ATLANTIC	1,340,250	\$153,540	\$0.11	2,677,865	\$311,934	\$0.12	4,018,115	\$465,474	\$0.1158	33%
SOUTHEAST	5,297,515	\$847,602	\$0.16	6,154,120	\$1,079,959	\$0.18	11,451,635	\$1,927,561	\$0.1683	46%
SUNEAST	5,650,958	\$989,572	\$0.18	7,548,111	\$1,233,955	\$0.16	13,199,069	\$2,223,527	\$0.1685	43%
CUMBERLAND	1,563,921	\$267,260	\$0.17	3,563,236	\$1,215,432	\$0.34	5,127,157	\$1,482,692	\$0.2892	31%
SOUTHERN	2,211,765	\$345,769	\$0.16	3,957,242	\$838,942	\$0.21	6,169,007	\$1,184,711	\$0.1920	36%
MIDWEST	3,534,632	\$548,447	\$0.16	2,220,544	\$384,397	\$0.17	5,755,176	\$932,844	\$0.1621	61%
SOUTHWEST	6,755,013	\$1,114,580	\$0.17	4,252,502	\$807,011	\$0.19	11,007,515	\$1,921,591	\$0.1746	61%
HIGH PLAINS	1,161,594	\$186,622	\$0.16	1,900,751	\$364,397	\$0.19	3,062,345	\$551,019	\$0.1799	38%
WESTERN	2,074,424	\$393,496	\$0.19	4,286,503	\$901,985	\$0.21	6,360,927	\$1,295,481	\$0.2037	33%
SUNWEST	501,307	\$98,165	\$0.20	3,661,812	\$742,144	\$0.20	4,163,119	\$840,309	\$0.2018	12%
SO. CAL.	870,566	\$217,912	\$0.25	2,627,656	\$665,662	\$0.25	3,498,222	\$883,574	\$0.2526	25%
PACIFIC	1,021,262	\$268,610	\$0.26	1,790,513	\$450,306	\$0.25	2,811,775	\$718,916	\$0.2557	36%
NORTHWEST	524,071	\$68,778	\$0.17	2,304,064	\$447,907	\$0.19	2,828,135	\$536,685	\$0.1898	19%
TOTAL	34,776,537	\$5,898,706	\$0.17	50,550,041	\$10,353,753	\$0.20	85,326,578	\$16,252,459	\$0.1905	41%

## PARTNERS 95

DIVISION	INSIDE			OUTSIDE			TOTAL			% INSIDE BUSINESS
	CARTONS	\$ TO DATE	\$ PER CTN	CARTONS	\$ TO DATE	\$ PER CTN	CARTONS	\$ TO DATE	\$ PER CTN	
NORTHEAST	1,992,912	\$538,086	\$0.27	2,850,254	\$627,056	\$0.22	4,843,166	\$1,165,142	\$0.2406	41%
MID ATLANTIC	1,018,637	\$173,168	\$0.17	2,258,160	\$632,285	\$0.28	3,276,797	\$805,453	\$0.2458	31%
SOUTHEAST	4,904,797	\$1,226,199	\$0.25	4,293,827	\$1,030,518	\$0.24	9,198,624	\$2,256,717	\$0.2453	53%
SUNEAST	4,506,314	\$495,695	\$0.11	4,748,389	\$1,282,065	\$0.27	9,254,703	\$1,777,760	\$0.1921	49%
CUMBERLAND	978,358	\$166,321	\$0.17	1,064,695	\$361,996	\$0.34	2,043,053	\$528,317	\$0.2586	48%
SOUTHERN	1,573,785	\$361,971	\$0.23	2,629,114	\$709,861	\$0.27	4,202,899	\$1,071,832	\$0.2550	37%
MIDWEST	3,015,794	\$693,633	\$0.23	1,507,859	\$422,201	\$0.28	4,523,653	\$1,115,834	\$0.2467	67%
SOUTHWEST	5,462,759	\$1,201,807	\$0.22	3,614,166	\$1,084,250	\$0.30	9,076,925	\$2,286,057	\$0.2519	60%
HIGH PLAINS	631,462	\$208,382	\$0.33	1,179,040	\$365,502	\$0.31	1,810,502	\$573,884	\$0.3170	35%
WESTERN	1,614,096	\$371,242	\$0.23	3,362,026	\$1,008,608	\$0.30	4,976,122	\$1,379,850	\$0.2773	32%
SUNWEST	382,695	\$95,674	\$0.25	3,015,091	\$844,225	\$0.28	3,397,786	\$939,899	\$0.2766	11%
SO. CAL.	687,586	\$178,772	\$0.26	1,984,067	\$456,335	\$0.23	2,671,653	\$635,107	\$0.2377	26%
PACIFIC	534,492	\$171,037	\$0.32	1,044,206	\$281,936	\$0.27	1,578,698	\$452,973	\$0.2869	34%
NORTHWEST	372,993	\$96,978	\$0.26	2,416,776	\$604,194	\$0.25	2,789,769	\$701,172	\$0.2513	13%
TOTAL	27,676,680	\$5,978,965	\$0.22	35,967,670	\$9,711,032	\$0.27	63,644,350	\$15,689,997	\$0.2465	43%

## TOTAL OF PARTNERS 4/95 - 12/96

DIVISION	INSIDE			OUTSIDE			TOTAL			% INSIDE BUSINESS
	CARTONS	\$ TO DATE	\$ PER CTN	CARTONS	\$ TO DATE	\$ PER CTN	CARTONS	\$ TO DATE	\$ PER CTN	
NORTHEAST	4,262,171	\$916,439	\$0.22	6,455,376	\$1,536,778	\$0.24	10,717,547	\$2,453,217	\$0.2289	40%
MID ATLANTIC	2,358,887	\$326,708	\$0.14	4,936,025	\$944,219	\$0.19	7,294,912	\$1,270,927	\$0.1742	32%
SOUTHEAST	10,202,312	\$2,073,801	\$0.20	10,447,947	\$2,110,477	\$0.20	20,650,259	\$4,184,278	\$0.2026	49%
SUNEAST	10,157,272	\$1,485,267	\$0.15	12,296,500	\$2,516,020	\$0.20	22,453,772	\$4,001,287	\$0.1782	45%
CUMBERLAND	2,542,279	\$433,581	\$0.17	4,627,931	\$1,577,428	\$0.34	7,170,210	\$2,011,009	\$0.2805	35%
SOUTHERN	3,785,550	\$707,740	\$0.19	6,586,356	\$1,548,803	\$0.24	10,371,906	\$2,256,543	\$0.2176	36%
MIDWEST	6,550,426	\$1,242,080	\$0.19	3,728,403	\$806,598	\$0.22	10,278,829	\$2,048,678	\$0.1993	64%
SOUTHWEST	12,217,772	\$2,316,387	\$0.19	7,866,668	\$1,891,261	\$0.24	20,084,440	\$4,207,648	\$0.2095	61%
HIGH PLAINS	1,793,056	\$395,004	\$0.22	3,079,791	\$729,899	\$0.24	4,872,847	\$1,124,903	\$0.2309	37%
WESTERN	3,688,520	\$764,738	\$0.21	7,648,529	\$1,910,593	\$0.25	11,337,049	\$2,675,331	\$0.2360	33%
SUNWEST	884,002	\$193,839	\$0.22	6,676,903	\$1,586,369	\$0.24	7,560,905	\$1,780,208	\$0.2354	12%
SO. CAL.	1,558,152	\$398,684	\$0.25	4,611,723	\$1,121,997	\$0.24	6,169,875	\$1,518,681	\$0.2461	25%
PACIFIC	1,555,754	\$439,647	\$0.28	2,834,719	\$732,242	\$0.26	4,390,473	\$1,171,889	\$0.2669	35%
NORTHWEST	897,064	\$185,756	\$0.21	4,720,840	\$1,052,101	\$0.22	5,617,904	\$1,237,857	\$0.2203	16%
TOTAL	62,453,217	\$11,877,671	\$0.19	86,517,711	\$20,064,785	\$0.23	148,970,928	\$31,942,456	\$0.2144	42%

# DIVISION PARTNER RANKING

## TOTAL OF PARTNERS 4/95 - 12/96

	INSIDE			OUTSIDE			TOTAL			
DIVISION	CARTONS	\$ TO DATE	\$ PER CTN	CARTONS	\$ TO DATE	\$ PER CTN	CARTONS	\$ TO DATE	\$ PER CTN	% INSIDE BUSINESS
CUMBERLAND	2,542,279	\$433,581	\$0.17	4,627,931	\$1,577,428	\$0.34	7,170,210	\$2,011,009	\$0.2805	35%
PACIFIC	1,555,754	\$439,647	\$0.28	2,834,719	\$732,242	\$0.26	4,390,473	\$1,171,889	\$0.2669	35%
SO. CAL.	1,558,152	\$396,684	\$0.25	4,611,723	\$1,121,997	\$0.24	6,169,875	\$1,518,681	\$0.2461	25%
WESTERN	3,688,520	\$764,738	\$0.21	7,648,529	\$1,910,593	\$0.25	11,337,049	\$2,675,331	\$0.2360	33%
SUNWEST	884,002	\$193,839	\$0.22	6,676,903	\$1,586,369	\$0.24	7,560,905	\$1,780,208	\$0.2354	12%
HIGH PLAINS	1,793,056	\$395,004	\$0.22	3,079,791	\$729,899	\$0.24	4,872,847	\$1,124,903	\$0.2309	37%
NORTHEAST	4,262,171	\$916,439	\$0.22	6,455,376	\$1,536,778	\$0.24	10,717,547	\$2,453,217	\$0.2289	40%
NORTHWEST	897,064	\$185,756	\$0.21	4,720,840	\$1,052,101	\$0.22	5,617,904	\$1,237,857	\$0.2203	16%
SOUTHERN	3,785,550	\$707,740	\$0.19	6,586,356	\$1,548,803	\$0.24	10,371,906	\$2,256,543	\$0.2176	36%
SOUTHWEST	12,217,772	\$2,316,387	\$0.19	7,866,668	\$1,891,261	\$0.24	20,084,440	\$4,207,648	\$0.2095	61%
SOUTHEAST	10,202,312	\$2,073,801	\$0.20	10,447,947	\$2,110,477	\$0.20	20,650,259	\$4,184,278	\$0.2026	49%
MIDWEST	6,550,426	\$1,242,080	\$0.19	3,728,403	\$806,598	\$0.22	10,278,829	\$2,048,678	\$0.1993	64%
SUNEAST	10,157,272	\$1,485,267	\$0.15	12,296,500	\$2,516,020	\$0.20	22,453,772	\$4,001,287	\$0.1782	45%
MID ATLANTIC	2,358,887	\$326,708	\$0.14	4,936,025	\$944,219	\$0.19	7,294,912	\$1,270,927	\$0.1742	32%
TOTAL	62,453,217	\$11,877,671	\$0.19	86,517,711	\$20,064,785	\$0.23	148,970,928	\$31,942,456	\$0.2144	42%

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## *RJR DIRECT ACCOUNT PROGRAMS*

<i>PROGRAM</i>	<i>MONTHS</i>	<i>TIMING</i>	<i>CENTS PER CARTON</i>	<i>PAYMENT</i>	<i>ANNUALIZED PAYMENT</i>
WINNERS 92	12	1/92-12/92	\$.105	\$6,004,013	\$6,004,013
WINNERS 93	12	1/93-12/93	\$.106	\$7,441,281	\$7,441,281
PIP	4	1/94-4/94	\$.043	\$1,049,378	\$3,148,134
OCUS I	6	5/94-10/94	\$.062	\$2,481,378	\$4,962,756
OCUS II	5	11/94-3/95	\$.053	\$1,682,895	\$4,038,948
ARTNERS 95	9	4/95-12/95	\$.247	\$15,689,997	\$20,919,996
ARTNERS 96 1ST 1/2	6	1/96-6/96	\$.183	\$ 7,619,575	\$15,239,150
ARTNERS 96 2ND 1/2	6	7/96 -12/96	\$.197	\$ 8,632,882	\$17,265,764
TOTAL 96 PART	12	1/96-12/96	\$.1905	\$16,252,457	\$16,252,457

1989 89815

# RJR Wholesale Partners Performance Projection WorkSheet

1st Half 1997

1622 3758781 MCLANE NORTHEAST COR-BALDWINVILLE , NY

Data Thru :

# Weeks (To-Date) :		Plan A		Avg.# Stores :	
Proj. IND. Volume :	6,307,427	Proj. RJR Volume :	1,122,722	'X' If Cat. III Disqualified :	
RJR Current and Estimated- Partners Payment Projections					
		Straight Line Projection	RJR Stretch Projection	Straight Line Projection	RJR Stretch Projection
Projected Performance Levels :		\$/Ctn. Rate	\$/Ctn. Rate	Proj. Pay \$	Proj. Pay \$
Category I :	Data Submission	\$0.03	\$0.03	\$33,682	\$33,682
Category II :	SOM% / SOSav%	\$0.00	\$0.00	\$0	\$0
Category III :					
	FULL PRICE SOM%	\$0.00	\$0.00	\$0	\$0
	CAMEL X-reg SOM%	\$0.01	\$0.01	\$11,227	\$11,227
	DORAL SOC%	\$0.00	\$0.00	\$0	\$0
Est. Total RJR Payment \$ Projection :		\$0.04	\$0.04	\$44,909	\$44,909
				\$ Var. =	\$0

Note : This analysis is based on dynamic straight-line projections, calculated from account-specific program performance (showing various achievement levels) To-Date , as of : 16JUL97 11:23:39

## 1997 National RJR Partners Category III Performance Grid

SOM Results	Full Price	SOM Results	CAMEL	SOC Results	DORAL
+0.0%	\$0.01	+0.3%	\$0.01	+0.8%	\$0.01
+0.3%	\$0.02	+0.6%	\$0.02	+1.1%	\$0.02
+0.6%	\$0.05	+0.8%	\$0.03	+1.4%	\$0.03
+0.9%	\$0.08	+1.0%	\$0.04	+1.7%	\$0.04
+1.3%	\$0.12	+1.2%	\$0.05	+2.0%	\$0.04

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----- 1997 RJR Partners Data Calendar -----					
1st Half 1997 :			2nd Half 1997 :		
JAN	12/30/96 - 2/2/97	5 Wks.	JUL	6/30/97 - 8/3/97	5 Wks.
FEB	2/3/97 - 3/2/97	4 Wks.	AUG	8/4/97 - 8/31/97	4 Wks.
MAR	3/3/97 - 3/30/97	4 Wks.	SEP	9/1/97 - 9/28/97	4 Wks.
APR	3/31/97 - 5/4/97	5 Wks.	OCT	9/29/97 - 11/2/97	5 Wks.
MAY	5/5/97 - 6/1/97	4 Wks.	NOV	11/3/97 - 11/30/97	4 Wks.
JUN	6/2/97 - 6/29/97	4 Wks.	DEC	12/1/97 - 1/4/98	5 Wks.

RJR - 1st Half 1997 (PTack)  
Data As Of: 21JUL97 13:55:32

Carton Volume																			
	January (5 Wks)			February (4 Wks)			March (4 Wks)			April (5 Wks)			May (4 Wks)			June (4 Wks)			
	Full Price	Savings	TOTAL	Full Price	Savings	TOTAL	Full Price	Savings	TOTAL	Full Price	Savings	TOTAL	Full Price	Savings	TOTAL	Full Price	Savings	TOTAL	
RJR	149,747	50,024	199,771	125,241	44,102	169,343	127,069	43,531	170,600	155,489	48,311	203,800	134,597	44,513	179,110	150,549	49,550	200,099	
P M	529,196	133,561	662,757	449,554	126,894	576,448	478,336	111,126	589,462	551,261	142,022	693,283	484,560	130,548	615,126	552,738	127,561	680,299	
BAT	73,361	77,536	151,017	80,310	82,891	143,201	80,784	56,407	117,171	74,513	58,781	131,274	62,665	58,542	119,207	62,746	60,363	123,129	
LOR	93,756	4,564	98,320	74,933	4,564	79,527	73,415	3,589	76,904	63,274	3,712	66,986	61,673	5,075	66,748	65,539	8,514	94,053	
LIG	3,388	299	3,687	3,726	1,800	5,526	2,837	0	2,837	1,840	(49)	1,791	1,460	(450)	1,010	2,122	0	2,122	
Other	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
Totals	849,447	266,194	1,115,631	713,764	280,281	974,045	742,441	214,653	957,094	876,457	250,757	1,127,214	784,975	238,238	1,023,213	853,894	246,006	1,099,902	
Camel Ex-Reg			44,029			33,364			37,376			47,695			39,176			48,430	
Doral			31,088			27,906			28,858			30,361			28,620			32,647	

Share %	January (5 Wks)			February (4 Wks)			March (4 Wks)			April (5 Wks)			May (4 Wks)			June (4 Wks)		
	Full Price	Savings	TOTAL	Full Price	Savings	TOTAL	Full Price	Savings	TOTAL	Full Price	Savings	TOTAL	Full Price	Savings	TOTAL	Full Price	Savings	TOTAL
RJR	13.4	4.4	17.9	12.8	4.5	17.3	13.2	4.5	17.8	13.7	4.2	18.0	13.4	4.4	17.8	13.6	4.5	18.1
P M	47.4	11.9	59.4	48.1	13.0	59.1	49.7	11.6	61.3	48.9	12.5	61.5	48.3	13.0	61.4	50.2	11.5	61.8
BAT	8.5	6.9	13.5	8.1	8.5	14.7	6.3	5.8	12.2	5.6	5.0	11.8	6.2	5.6	11.9	5.7	5.4	11.1
LOR	8.4	0.4	8.8	7.6	0.4	8.1	7.8	0.3	8.2	8.2	0.3	8.6	8.1	0.5	8.6	7.7	0.7	8.5
LIG	0.3	0.0	0.3	0.3	0.1	0.5	0.2	0.0	0.2	0.1	0.0	0.1	0.1	0.0	0.1	0.1	0.0	0.1
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Totals	76.1	23.8	100.0	73.2	26.7	100.0	77.5	22.4	100.0	77.7	22.2	100.0	76.4	23.5	100.0	77.6	22.3	100.0
Camel Ex-Reg			3.9			3.4			3.9			4.2			3.9			4.4
Doral (SOSav)			11.6			10.7			13.4			12.1			12.1			13.2

<u>Program Performance To-Date</u>				Through : 1WK JUN 29 1997	
	Carton Volume			Share %	
	Full Price	Savings	Total	Full Price	Total
RJR	842,892	280,030	1,122,722	13.4	17.8
P M	3,043,885	771,712	3,815,377	48.5	60.8
BAT	394,379	380,520	794,899	6.2	12.5
LOR	504,589	30,148	534,737	8.0	8.5
LIG	15,453	1,800	17,053	0.2	0.2
Other	0	0	0	0.0	0.0
<b>Totals</b>	<b>4,800,778</b>	<b>1,474,110</b>	<b>6,274,888</b>	<b>75.5</b>	<b>100.0</b>
Camel Ex-Reg	X	---	250,070	X	3.9
Doral		X	179,480		12.1

<b>1st Half 1997 Program To-Date Details:</b>			
Latest Run Date:	21JUL97 13:55:32		
Dates Included:	DEC.30 '96 1WK JUN 29 1997		
# Weeks Included:	26	# Weeks NOT Include:	0
Actual Weeks NOT Included:			

----- 1997 RJR Partners Data Calendar -----				
1st Half 1997:		2nd Half 1997:		
JAN	12/30/96 - 2/2/97	5 Wks.	12/30/96 - 1/3/97	
FEB	2/3/97 - 3/2/97	4 Wks.	1/4/97 - 1/27/97	
MAR	3/3/97 - 3/30/97	4 Wks.	SEP	9/1/97 - 9/22/97
APR	3/31/97 - 5/4/97	5 Wks.	OCT	10/1/97 - 10/29/97
MAY	5/5/97 - 6/1/97	4 Wks.	NOV	11/1/97 - 11/26/97
JUN	6/2/97 - 6/29/97	4 Wks.	DEC	12/1/97 - 12/29/97

[illegible]

# RJR Partners Program Tracking

1st Half 1997

RJR - 1st Half 1997 Partners Tracking

Through : IWK JUN 29 1997 26 weeks

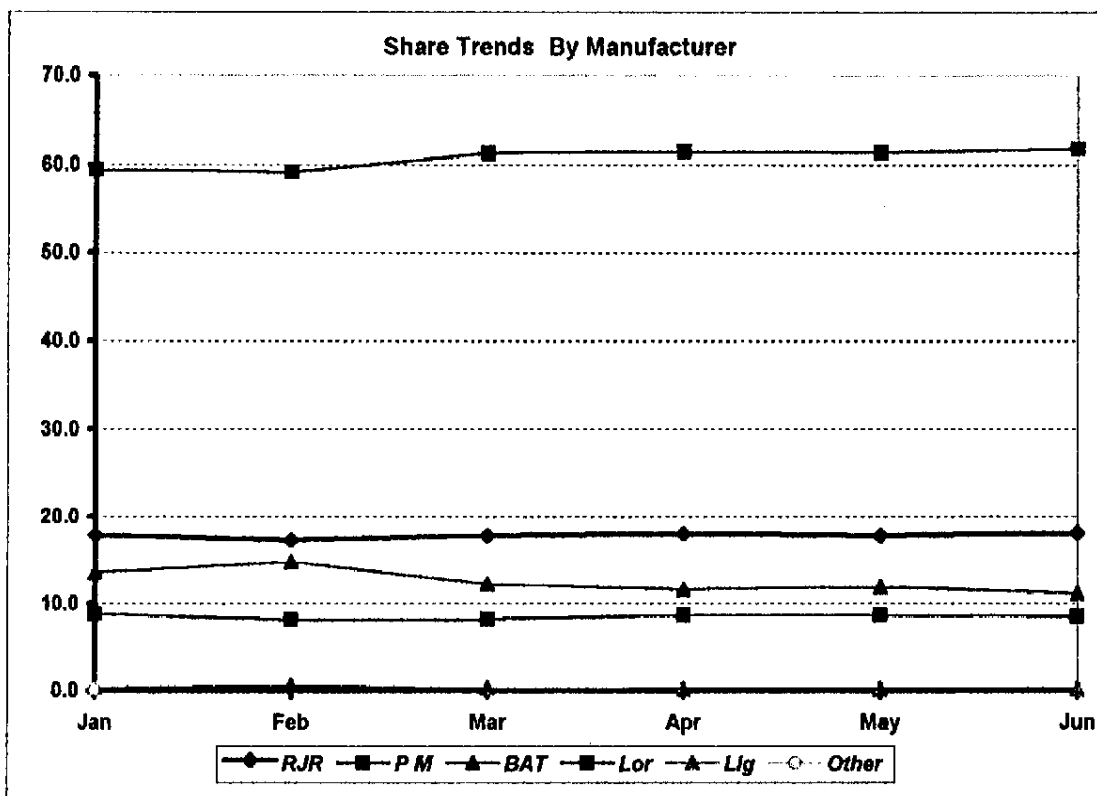
1622 3758781 MCLANE NORTHEAST COR-BALDWINVILLE , NY

INSIDE BUSINESS

*Plan A*

RJR Partners Performance To-Date :					
	Base Shares	Actual Shares	Share Objective	Variance (+/-) %	RJR Cents Per Carton
Category I (Data)					\$0.03
RJR Share of Market	18.9%	17.8%	0.0%	-1.1%	\$0.00
RJR Share of Savings	20.4%	18.9%	0.0%	-1.5%	\$0.00
Category II > Plan A					\$0.00
RJR FP Share of Market	13.9%	13.4%	0.0%	-0.5%	\$0.00
Camel Ex Reg SOM	3.5%	3.9%	0.3%	0.4%	\$0.01
Doral SOSav	13.0%	12.1%	0.8%	-0.9%	\$0.00
Category III					\$0.01
RJR Partners Plan A	Program-To-Date :		Total RJR Cents Per Carton		\$0.04
			RJR Carton Volume To-Date		1,122,722
			Total RJR Payment To-Date		\$44,909
			RJR Ctn. Volume Projection to End of Program		1,122,722
			RJR \$ Payment Projection to End of Program		\$44,909

Note : The projections shown above are straight-line estimates (based on Program performance to-date).  
Final payments earned may be effected dramatically by RJR share results vs. objectives.



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RJR - 1st Half 1997 (PTrack)  
Data As Of: 21JUL97 13:55:22

Carton Volume																		
	January (5 Wks)			February (4 Wks)			March (4 Wks)			April (5 Wks)			May (4 Wks)			June (4 Wks)		
	Full Price	Savings	TOTAL	Full Price	Savings	TOTAL	Full Price	Savings	TOTAL	Full Price	Savings	TOTAL	Full Price	Savings	TOTAL	Full Price	Savings	TOTAL
RJR	185,915	136,880	322,775	141,078	115,280	256,338	158,402	112,274	271,678	207,534	143,043	350,577	165,110	115,811	280,921	170,728	124,180	294,908
P.M.	703,875	57,341	761,316	581,424	53,280	614,704	601,715	61,626	663,341	785,374	67,772	833,146	672,981	60,317	733,308	682,419	64,341	756,757
BAT	73,091	28,238	101,329	60,042	25,863	85,905	66,006	22,727	87,733	79,486	27,914	107,374	64,068	25,325	89,393	67,824	28,205	84,029
LOR	187,879	7,525	195,804	147,081	8,497	154,458	149,142	8,518	155,880	198,400	9,188	205,588	182,508	9,711	172,219	172,212	8,034	180,246
LIG	3,271	188	3,470	2,805	80	2,885	2,785	95	2,880	3,410	17	3,427	2,780	33	2,813	3,078	0	3,078
Other	873	0	873	988	0	988	518	0	519	552	0	552	488	0	488	443	0	443
Totals	1,155,104	230,183	1,385,288	914,086	200,980	1,115,078	978,549	203,240	1,181,788	1,252,730	247,914	1,500,644	1,067,943	211,187	1,279,130	1,108,880	222,780	1,329,450
Camel Ex-Reg			65,788			48,046			57,707			78,533			56,629			60,028
Doral			22,651			22,790			20,769			27,538			21,449			29,289

Share %	January (3 Wks)			February (4 Wks)			March (4 Wks)			April (3 Wks)			May (4 Wks)			June (4 Wks)		
	Full Price	Savings	TOTAL	Full Price	Savings	TOTAL	Full Price	Savings	TOTAL	Full Price	Savings	TOTAL	Full Price	Savings	TOTAL	Full Price	Savings	TOTAL
RJR	13.4	9.8	23.3	12.6	10.3	22.9	13.4	9.5	22.9	13.8	9.5	23.3	12.9	9.0	21.9	12.8	9.3	22.1
P M	50.8	4.1	54.9	50.3	4.7	55.1	50.9	5.2	56.1	51.0	4.5	55.5	52.6	4.7	57.3	52.0	4.8	56.9
BAT	5.2	2.0	7.3	5.3	2.3	7.7	5.5	1.9	7.4	5.2	1.8	7.1	5.0	1.9	6.9	5.1	1.9	7.0
LOR	13.5	0.5	14.1	13.2	0.5	13.8	12.6	0.5	13.1	13.0	0.6	13.6	12.7	0.7	13.4	12.9	0.6	13.5
LIG	0.2	0.0	0.2	0.2	0.0	0.2	0.2	0.0	0.2	0.2	0.0	0.2	0.2	0.0	0.2	0.2	0.0	0.2
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Totals	83.3	16.6	100.0	81.9	18.0	100.0	82.8	17.1	100.0	83.4	16.5	100.0	83.4	16.5	100.0	83.2	16.7	100.0
Camel Ex-Reg			4.7			4.1			4.8			5.2			4.4			4.5
Doral (SOSav)			9.8			11.3			10.2			11.1			10.1			13.1

<u>Program Performance To-Date</u>				Through : 1WK JUN 29 1997		
	Carton Volume			Share %		
	Full Price	Savings	Total	Full Price	Savings	Total
RJR	1,029,765	747,428	1,777,193	13.2	9.5	22.8
P M	3,997,894	364,877	4,362,571	51.3	4.6	55.9
BAT	409,491	156,272	565,763	5.2	2.0	7.2
LOR	1,016,202	47,453	1,063,655	13.0	0.6	13.6
LiG	17,909	424	18,333	0.2	0.0	0.2
Other	3,858	0	3,858	0.0	0.0	0.0
<b>Totals</b>	<b>6,475,119</b>	<b>1,318,254</b>	<b>7,793,373</b>	<b>83.1</b>	<b>16.8</b>	<b>100.0</b>
<b>Cameo Ex-Reg</b>	<b>X</b>		<b>364,731</b>	<b>X</b>		<b>4.6</b>
<b>Doral</b>		<b>X</b>	<b>144,456</b>		<b>X</b>	<b>10.9</b>

<b>1st Half 1997 Program To-Date Details:</b>			
Latest Run Date:	21JUL97 13:55:22		
Dates Included:	DEC.30 '96 1WK JUN 29 1997		
# Weeks Included:	26	# Weeks NOT Included:	0
Actual Weeks NOT Included:			

----- 1997 RJR Partners Data Calendar -----			
1st Half 1997		2nd Half 1997	
JAN	12/30/96 - 2/2/97	5 Wks.	
FEB	2/3/97 - 3/2/97	4 Wks.	
MAR	3/3/97 - 3/30/97	4 Wks.	
APR	3/31/97 - 5/4/97	5 Wks.	
MAY	5/5/97 - 6/1/97	4 Wks.	
JUN	6/2/97 - 6/25/97	4 Wks.	

**Performance Plan Comments :**

Note 1 : Final program payment may be effected by both the 105% and the 120% rules as outlined in the Partners Program details. These potential payment adjustments are NOT calculated here. Final payout calculated in mainframe tracing system.

Note 2 : Share performance measures are calculated on truncated numbers (ie:"00X") as outlined in the Partners Program details.

# RJR Partners Program Tracking

1st Half 1997

RJR - 1st Half 1997 Partners Tracking

Through : IWK JUN 29 1997

26 weeks

1622 3758780 MCLANE NORTHEAST COR-BALDWINVILLE , NY

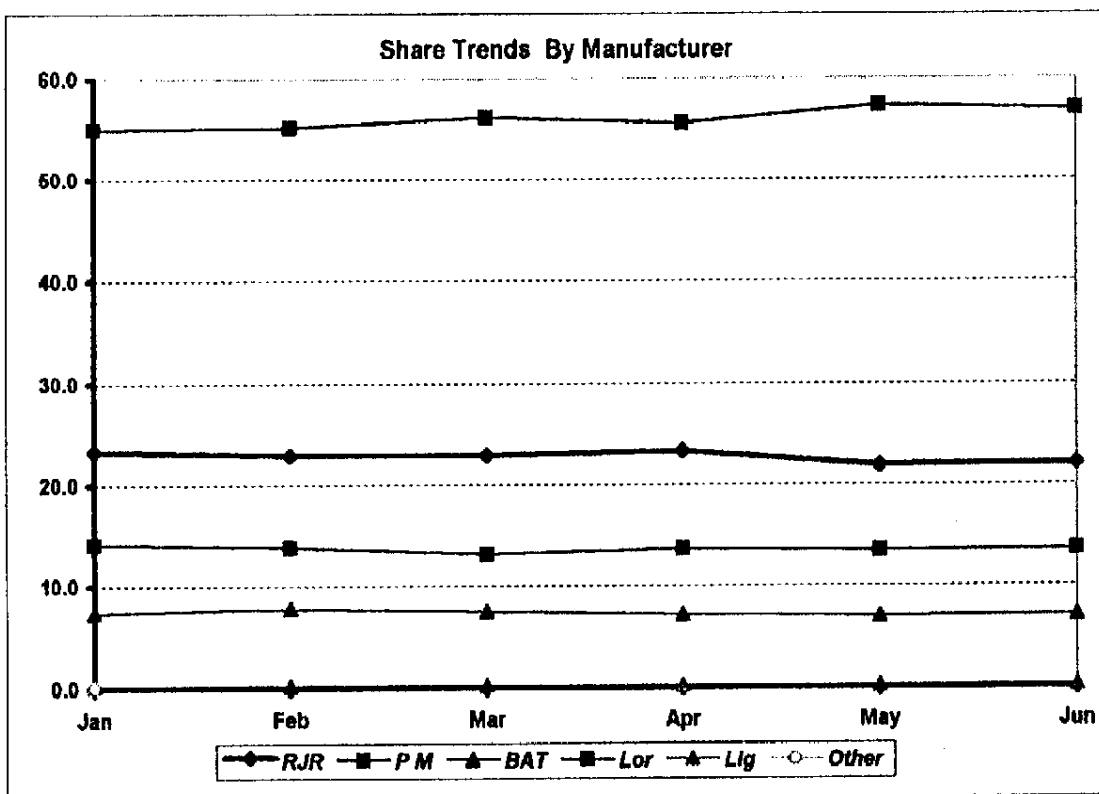
OUTSIDE BUSINESS

## Plan G

RJR Partners Performance To-Date :					
	Base Shares	Actual Shares	Share Objective	Variance ( +/ - ) %	RJR Cents Per Carton
Category I     (Data)					\$0.03
RJR Share of Market	23.1%	22.8%	0.0%	-0.3%	\$0.00
RJR Share of Savings	58.4%	56.7%	-2.0%	-1.7%	\$0.10
Category II       > Plan G					\$0.10
RJR FP Share of Market	13.2%	13.2%	0.0%	0.0%	\$0.01
Camel Ex Reg SOM	4.4%	4.6%	0.3%	0.2%	\$0.00
Doral SOSav	9.8%	10.9%	0.8%	1.1%	\$0.02
Category III					\$0.03
RJR Partners  Plan G	Program-To-Date :		Total RJR Cents Per Carton		\$0.16
			RJR Carton Volume To-Date		1,777,193
			Total RJR Payment To-Date		\$284,351
			RJR Ctn. Volume Projection to End of Program		1,777,193
			RJR \$ Payment Projection to End of Program		\$284,351

Note : The projections shown above are straight-line estimates (based on Program performance to-date).

Final payments earned may be effected dramatically by RJR share results vs. objectives.



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# RJR Wholesale Partners Performance Projection WorkSheet

1st Half 1997

1622 3758780 MCLANE NORTHEAST COR-BALDWINVILLE , NY

Data Thru :

# Weeks (To-Date) :		<b>Plan G</b>	<b>Avg.# Stores :</b>
Proj. IND. Volume :	7,794,706	Proj. RJR Volume :	1,777,193
'X' If Cat. III Disqualified :			

RJR Current and Estimated -  
Partners Payment Projections

Straight Line Projection	RJR Stretch Projection
--------------------------------	------------------------------

Straight Line Projection	RJR Stretch Projection
--------------------------------	------------------------------

Projected Performance Levels :

\$/Ctn. Rate    \$/Ctn. Rate

Proj. Pay \$    Proj. Pay \$

Category I :      Data Submission

\$0.03	\$0.03
--------	--------

\$53,316	\$53,316
----------	----------

Category II :      SOM% / SOSav%

\$0.10	\$0.10
--------	--------

\$177,719	\$177,719
-----------	-----------

Category III :

FULL PRICE      SOM%  
CAMEL X-reg      SOM%  
DORAL              SOC%

\$0.01	\$0.01
\$0.00	\$0.00
\$0.02	\$0.02

\$17,772	\$17,772
\$0	\$0
\$35,544	\$35,544

Est. Total RJR Payment \$ Projection :

\$0.16	\$0.16
--------	--------

\$284,351	\$284,351
-----------	-----------

\$ Var. =              \$0

*Note :* This analysis is based on dynamic straight-line projections, calculated from account-specific program performance (showing various achievement levels) To-Date , as of :

16JUL97 11:48:43

## 1997 National RJR Partners Category III Performance Grid

SOM Results	Full Price	SOM Results	CAMEL	SOC Results	DORAL
+0.0%	\$0.01	+0.3%	\$0.01	+0.8%	\$0.01
+0.3%	\$0.02	+0.6%	\$0.02	+1.1%	\$0.02
+0.6%	\$0.05	+0.8%	\$0.03	+1.4%	\$0.03
+0.9%	\$0.08	+1.0%	\$0.04	+1.7%	\$0.04
+1.3%	\$0.12	+1.2%	\$0.05	+2.0%	\$0.04

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## ----- 1997 RJR Partners Data Calendar -----

1st Half 1997 :				2nd Half 1997 :			
JAN	-	12/30/96 - 2/2/97	5 Wks.	JUL	6/30/97 - 8/3/97	5 Wks.	
FEB		2/3/97 - 3/2/97	4 Wks.	AUG	8/4/97 - 8/31/97	4 Wks.	
MAR		3/3/97 - 3/30/97	4 Wks.	SEP	9/1/97 - 9/28/97	4 Wks.	
APR		3/31/97 - 5/4/97	5 Wks.	OCT	9/29/97 - 11/2/97	5 Wks.	
MAY		5/5/97 - 6/1/97	4 Wks.	NOV	11/3/97 - 11/30/97	4 Wks.	
JUN		6/2/97 - 6/29/97	4 Wks.	DEC	12/1/97 - 1/4/98	5 Wks.	

# Plan A - Payment Example

Account Name : Northeast In 1st Half

Account # : 1068385

## Payment

<b>Category I</b>		<b>Sales Information</b>		<b>\$0.03</b>
<b>Category II</b>		<b>Meet Performance Requirements (Y/N)</b>		<b>Y</b>
	<b>Base SOM</b>	<b>National Share Objective</b>	<b>Achieved SOM</b>	<b>Results (+ / -)</b>
Tot RJR SOM	18.9	0.0	17.8	-1.1
Tot RJR SOS	20.4	0.0	18.9	-1.5
<b>Category II</b>				<b>\$0.00</b>
<b>Category III</b>				
	<b>Base</b>	<b>Achieved</b>	<b>Results (+ / -)</b>	
RJR Full Price	13.9	13.4	-0.5	\$0.00
Camel Ex Reg	3.5	3.9	+0.4	\$0.01
DORAL	13.0	12.1	-0.9	\$0.00
<b>Total RJR Per Carton Payment</b>				<b>\$0.04</b>

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FULL PRICE		CAMEL EX REGULAR		DORAL	
SOM Results	Cents per Carton	SOM Results	Cents per Carton	SOS Results	Cents per Carton
-0.1	0¢	+0.2	0¢	+0.7	0¢
0.0	1¢	+0.3	1¢	+0.8	1¢
+0.3	2¢	+0.6	2¢	+1.1	2¢
+0.6	5¢	+0.8	3¢	+1.4	3¢
+0.9	8¢	+1.0	4¢	+1.7	4¢
+1.3	12¢	+1.2	5¢	+1.8	4¢

*RJ Reynolds*  
Tobacco Company

# Plan G - Payment Example

Account Name : Northeast Out 1st Half

Account # : 1703492

## Payment

<b>Category I</b>		<b>Sales Information</b>		<b>\$ .03</b>
<b>Category II</b>		<b>Meet Performance Requirements (Y/N)</b>		<b>Y</b>
	<b>Base SOM</b>	<b>Maximum Var. Below Base</b>	<b>Achieved SOM</b>	<b>Results (+ / -)</b>
Tot RJR SOS	58.4	-2.0	56.7	-1.7
<b>Category II</b>				<b>\$ .10</b>
<b>Category III</b>				
	<b>Base</b>	<b>Achieved</b>	<b>Results (+ / -)</b>	
RJR Full Price	13.2	13.2	+0.0	\$ .01
Camel Ex Reg	4.4	4.6	+0.2	\$ .00
DORAL	9.8	10.9	+1.1	\$ .02
<b>Total RJR Per Carton Payment</b>				<b>\$ .16</b>

FULL PRICE		CAMEL EX REGULAR		DORAL	
SOM Results	Cents per Carton	SOM Results	Cents per Carton	SOS Results	Cents per Carton
-0.1	0¢	+0.2	0¢	+0.7	0¢
0.0	1¢	+0.3	1¢	+0.8	1¢
+0.3	2¢	+0.6	2¢	+1.1	2¢
+0.6	5¢	+0.8	3¢	+1.4	3¢
+0.9	8¢	+1.0	4¢	+1.7	4¢
+1.3	12¢	+1.2	5¢	+1.8	4¢

*RJ Reynolds*  
Tobacco Company

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PARTNERS  
2ND HALF ~~XX~~97

51853 6870

A stylized rainbow logo consisting of multiple concentric semi-circular bands, with the word "PARTNERS" centered across its middle.

# PARTNERS

Partnership In  
Maximizing Category Profit

**2ND HALF 1997**

Program Period:  
July - December, 1997

*RJ Reynolds*  
Tobacco Company

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## Plan A - Payment Example

Account Name : Northeast In 2nd Half

Account # : 1068385

### Payment

<b>Category I</b>		Sales Information		\$:03
<b>Category II</b>		Meet Performance Requirements (Y/N)		Y
	<u>Base SOM</u>	<u>National Share Objective</u>	<u>Achieved SOM</u>	<u>Results (+ / -)</u>
Tot RJR SOM	17.8	0.0	17.8	+0.0
Tot RJR SOS	18.9	0.0	18.9	+0.0
<b>Category II</b>				\$:08
<b>Category III</b>				
	<u>Base</u>	<u>Achieved</u>	<u>Results (+ / -)</u>	
RJR Full Price	13.4	13.4	+0.0	\$:01
Camel Ex Reg	3.9	4.2	+0.3	\$:01
DORAL	12.1	12.9	+0.8	\$:01
<b>Total RJR Per Carton Payment</b>				<b>\$:14</b>

FULL PRICE		CAMEL EX REGULAR		DORAL	
SOM Results	Cents per Carton	SOM Results	Cents per Carton	SOS Results	Cents per Carton
-0.1	0¢	+0.2	0¢	+0.7	0¢
0.0	1¢	+0.3	1¢	+0.8	1¢
+0.3	2¢	+0.6	2¢	+1.1	2¢
+0.6	5¢	+0.8	3¢	+1.4	3¢
+0.9	8¢	+1.0	4¢	+1.7	4¢
+1.3	12¢	+1.2	5¢	+1.8	4¢

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## Plan G - Payment Example

Account Name : Northeast Out 2nd Half

Account # : 1703492

### Payment

<b>Category I</b>		<b>Sales Information</b>		<b>\$ .03</b>
<b>Category II</b>		<b>Meet Performance Requirements (Y/N)</b>		<b>Y</b>
	<b>Base SOM</b>	<b>Maximum Var. Below Base</b>	<b>Achieved SOM</b>	<b>Results (+ / -)</b>
Tot RJR SOS	56.7	-2.0	56.7	+0.0
<b>Category II</b>				<b>\$ .10</b>
<b>Category III</b>				
	<b>Base</b>	<b>Achieved</b>	<b>Results (+ / -)</b>	
RJR Full Price	13.2	13.2	+0.0	\$ .01
Camel Ex Reg	4.6	4.9	+0.3	\$ .01
DORAL	10.9	11.7	+0.8	\$ .01
<b>Total RJR Per Carton Payment</b>				<b>\$ .16</b>

FULL PRICE		CAMEL EX REGULAR		DORAL	
SOM Results	Cents per Carton	SOM Results	Cents per Carton	SOS Results	Cents per Carton
-0.1	0¢	+0.2	0¢	+0.7	0¢
0.0	1¢	+0.3	1¢	+0.8	1¢
+0.3	2¢	+0.6	2¢	+1.1	2¢
+0.6	5¢	+0.8	3¢	+1.4	3¢
+0.9	8¢	+1.0	4¢	+1.7	4¢
+1.3	12¢	+1.2	5¢	+1.8	4¢

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**"Current"**  
**1997 PLAN**  
**WHOLESALE PARTNERS PROGRAM**  
**Plan "A" and "G" Quick Reference**

PLAN "A"	PLAN "G"
<ul style="list-style-type: none"> <li>Category I = \$.03 per carton - Weekly Sales Information</li> <li>Category II = \$.08 per carton <u>Requirements</u> <ul style="list-style-type: none"> <li>Promotion - Efficient/effective shipment of designated RJR premiums/promotions during specified time frame as communicated by your RJR Representative</li> <li>Distribution - Accept all new RJR brand styles during the introductory period and maintain inventory available for sale to customers in designated geographical areas for a minimum of six months. Assist in communicating the availability of new products to retail</li> <li>Returned Goods - Accept damaged and/or out-dated RJR products from your customers and RJR Sales personnel for return to Winston-Salem</li> <li>Share of Market - RJR Total Share of Market or RJR Share of Savings category change from base must be equal to or greater than RJR national objective: <ul style="list-style-type: none"> <li>RJR Total Share of Market objective: <u>Maintain</u></li> <li>RJR Share of Savings objective: <u>Maintain</u></li> </ul> </li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Category I = \$.03 per carton - Weekly Sales Information</li> <li>Category II = \$.10 per carton <u>Requirements</u> <ul style="list-style-type: none"> <li>Promotion - Efficient/effective shipment of designated RJR premiums/promotions during specified time frame as communicated by your RJR Representative</li> <li>Distribution - Accept all new RJR brand styles during the introductory period and maintain inventory available for sale to customers in designated geographical areas for a minimum of six months. Assist in communicating the availability of new products to retail</li> <li>Returned Goods - Accept damaged and/or out-dated RJR products from your customers and RJR Sales personnel for return to Winston-Salem</li> <li>Share of Savings can decline <u>no more</u> than 2.0 from base.</li> <li>Make Joint Presentations to retailers with RJR as requested, to assist RJR in selling an industry approach</li> <li>Make Joint Presentations to retailers with RJR as requested, to gain a RJR Third Tier Brand</li> <li>If applicable, any of your owned/operated or affiliated retail stores must participate in a RJR Retail Marketing Plan agreement at Level 2 or 3</li> </ul> </li> <li><u>Note:</u> Any Plan "G" participant that does <u>not</u> meet <u>all</u> requirements can have the opportunity to participate and earn payment under Plan "A" provided they meet all requirements.</li> </ul>
<ul style="list-style-type: none"> <li>Category III = \$.21 per carton Maximum <ul style="list-style-type: none"> <li>Full Price SOM = \$.12 per carton Maximum</li> <li>Camel SOM = \$.05 per carton Maximum</li> <li>Doral SOS = \$.04 per carton Maximum</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Category III = \$.21 per carton Maximum <ul style="list-style-type: none"> <li>Full Price SOM = \$.12 per carton Maximum</li> <li>Camel SOM = \$.05 per carton Maximum</li> <li>Doral SOS = \$.04 per carton Maximum</li> </ul> </li> </ul>
<ul style="list-style-type: none"> <li>Volume Disqualification for Category II <ul style="list-style-type: none"> <li>A month(s) volume if RJR promotion execution was not handled as requested</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Volume Disqualification for Category II <ul style="list-style-type: none"> <li>A month(s) volume if RJR promotion execution was not handled as requested</li> </ul> </li> </ul>
<ul style="list-style-type: none"> <li>Retail Presence/Volume Disqualification for Category II and III <ul style="list-style-type: none"> <li>Eliminate payment on percent of volume shipped to retail stores owned, operated or affiliated with participating account if the following requirement is <u>not</u> met: <ul style="list-style-type: none"> <li>RJR must be on a Retail Marketing Plan as requested.</li> </ul> </li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Retail Presence/Volume Disqualification for Category II and III <ul style="list-style-type: none"> <li>Not applicable <ul style="list-style-type: none"> <li>Category II requirement states, if account owns, operates or is affiliated with any retail stores the retail stores must participate in a RJR Retail Marketing Plan at Level 2 or 3, <u>if not</u>, they <u>cannot</u> qualify for Plan "G"</li> </ul> </li> <li>Only can qualify for Plan "A"</li> </ul> </li> </ul>

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# PARTNERS Payment (Cont'd)

## Plan A - Category III

There are Three (3) Separate Opportunity Areas for Earning Dollars on ALL RJR/Forsyth Cartons Sold to your Customers (July - December):

- RJR Full Price Share of Market
- CAMEL (Excluding Regular) Share of Market
- DORAL Share of Savings

The results achieved in each of the opportunity areas during the program period will determine your per carton rate payment. The payment for each opportunity area will be made on all RJR volume. For example, if you achieve the maximum result for each opportunity area, you would receive a Category III payment of \$.21 per carton on all of your RJR volume.

FULL PRICE		CAMEL EX REGULAR		DORAL	
SOM Results	Cents per Carton	SOM Results	Cents per Carton	SOS Results	Cents per Carton
-0.1 & Less	0¢	+0.2 & Less	0¢	+0.7 & Less	0¢
0.0	1¢	+0.3	1¢	+0.8	1¢
+0.3	2¢	+0.6	2¢	+1.1	2¢
+0.6	5¢	+0.8	3¢	+1.4	3¢
+0.9	8¢	+1.0	4¢	+1.7	4¢
+1.3 & Above	12¢	+1.2 & Above	5¢	+1.8 & Above	4¢

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## PARTNERS TRACKING SYSTEM CALENDAR - JULY-DECEMBER 1997

JULY						
S	M	T	W	T	F	S
			2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31	1	2
3	4	5				

AUGUST						
S	M	T	W	T	F	S
			6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31	1	2				

SEPTEMBER						
S	M	T	W	T	F	S
			3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

OCTOBER						
S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	1
2	3	4				

NOVEMBER						
S	M	T	W	T	F	S
			5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	1	2				

DECEMBER						
S	M	T	W	T	F	S
			3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31	1	2	3
4	5	6				

- All Partners program period Week Ending and Month Ending dates are Sundays.
- Direct accounts submit data with varying Week Ending dates.
- If the Direct Accounts W/E date is between Wed. and Sat. the PARTNERS W/E date will be the next Sunday.
- If the Direct Accounts W/E date is Mon. or Tue. the PARTNERS W/E date will be the previous Sunday.
- Depending on the accounts W/E day, their volume will be placed in the "PARTNERS MONTH" as indicated above.
- For example:
  - If the Account's W/E day is Wed. July 30th, we will assign the next Sunday August 3rd as the PARTNERS W/E Date.
  - If the Account's W/E day is Tue. Aug 5th, we will assign the previous Sunday August 3rd as the PARTNERS W/E Date.

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## *2nd HALF 1997 OPPORTUNITIES*

- WINSTON "No Bull" No ADDITIVES LAUNCH
- HIGH INTENSITY MONTHLY VAP PROMOTIONS ON  
*CAMEL*  
*DORAL*
- FOUR ADDITONAL NATIONAL PROMOTIONS ON WINSTON  
*"No Bull"*
- SALEM \$.30 OFF PACK PROMOTION TO BE WORKED IN ALL  
DIVISIONS WITH HEAVY EMPHASIS IN OVERINDEXED  
MENTHOL MARKETS.
- CIRCLE K SPECIAL PRODUCT PROMOTIONS THE FIRST TWO  
MONTHS OF EACH QUARTER.
- 7-ELEVEN TO BEGIN TAKING NATIONAL VAP PROMOTIONS  
BEGINNING IN AUGUST. THIS WILL ALSO GREATLY  
EXPAND OUR PROMOTION ACTIVITY AT STORE LEVEL
- SPECIAL CHAIN PROGRAMS BOTH DEFENSIVE, AS WELL AS  
OFFENSIVE, DURING SECOND HALF.

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## TO MAXIMIZE PARTNERS 2ND HALF 1997

- ESTABLISH DIVISIONAL BUSINESS PLANS.  
BY CHAIN, BY PERIOD  
EFFECTIVELY, MONITOR RESULTS BY WEEK
- EXECUTE PROMOTIONS EFFECTIVELY AND EFFICIENTLY.  
  
INSTITUTE BEST PRACTICES  
EFFECTIVELY, INSURE RESULTS BY PROACTIVE  
PROCEDURES.  
HANDLE RESIDUAL PROMOTION PRODUCT IN TIMELY  
AND BUSINESS BUILDING MANNER.
- CONTINUE TO BUILD AND SET OBJECTIVES AND SHARE  
RESOURCES BETWEEN RJR AND McLANE SALES PEOPLE  
TO ACHIEVE COMMON OBJECTIVES.

51853 6878

A stylized rainbow logo consisting of multiple concentric, semi-circular bands of varying thickness, creating a rainbow effect. The word "PARTNERS" is superimposed over the center of the rainbow.

# PARTNERS

## Rules and Procedures

Program Period:  
July - December, 1997

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Tobacco Company

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# JULY - DECEMBER

## 1997 PARTNERS Program

### Rules and Procedures

- ◆ All Direct buying customers ("Direct Accounts") of R. J. Reynolds Tobacco Company ("RJR") have the opportunity to participate in the PARTNERS Program.
- ◆ Direct Account participation, performance, and eligibility will be determined and measured by each RJR ship-to location during a Program Period. A Program Period will be six consecutive months, or other periods, designated by RJR.
- ◆ To participate in the PARTNERS Program, a Direct Account must be enrolled for each ship-to location at the beginning of a Program Period and provide RJR with information RJR deems necessary to make initial Share-of-Market (SOM), Share-of-Savings (SOS) and inventory determinations. A ship-to location may not enroll in the PARTNERS Program after a Program period has begun.
- ◆ PARTNERS Program payments will be made to eligible Direct Account ship-to locations that provide information to RJR as required by the Sales Information Reporting requirements/instructions and achieve certain RJR performance criteria and SOM/SOS results during a Program Period. The Payment amount will vary depending on the number of RJR cartons sold to retail, and the amount of change in RJR SOM/SOS.
- ◆ PARTNERS Program Plan A participants will not be paid in Category II or III on the percent of volume shipped to retail stores owned/operated or affiliated with the participating Direct Account if the following requirement is not met:
  - RJR must be on a Retail Marketing Plan if RJR has so requested.

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Tobacco Company

# JULY - DECEMBER

## 1997 PARTNERS Program

### Rules and Procedures (cont'd)

- ◆ During the last month of each PARTNERS Program Performance period, any volume exceeding 120% of the previous five months average will be excluded from the share calculation process. This applies to each category in the PARTNERS Program (Full Price, Camel, Doral, Total RJR and Share of Savings).
- ◆ The amount of PARTNERS Program payments for an eligible ship-to location will be calculated by multiplying (1) the reported number of cartons sold by the Direct Account ship-to location to retail during the Program Period (or such shorter interval designated by RJR), times (2) the appropriate per carton payment rates as more specifically explained in the Program payment schedules, copies of which have been provided to the Direct Account. An interim Category I payment shall be paid to each ship-to location after the end of the first 13 weeks of the Program Period. The maximum number of cartons on which payments can be earned is 105% of direct purchases from RJR during a Program Period or other designated payment interval.
- ◆ At the beginning of a Program Period, RJR will determine for each participating ship-to location a Base SOM/SOS for RJR brands. At the close of a Program Period, RJR will also determine the SOM/SOS for RJR brands achieved by the ship-to location during the Program Period. This determination will be made from the Direct Account information provided under the Sales Information Reporting Plan. The appropriate per carton payment rate from the Program payment schedule is determined by the comparison of the Base SOM/SOS with the SOM/SOS achieved during the Program Period.

*RJ Reynolds*  
Tobacco Company

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# JULY - DECEMBER

## 1997 PARTNERS Program

### Rules and Procedures (cont'd)

- ◆ SOM/SOS determinations are based upon bona fide unit sales (cartons) to retail and other stamped products required to be reported by a ship-to location. SOM/SOS will be calculated to one decimal place (e.g., 31.2). Rounding will not be utilized (e.g.,  $31.2769 = 31.2$ ).
- ◆ After a Program Period begins, no adjustments will be made in SOM/SOS determinations or Program payment schedules because of changes or shifts in the Direct Account base serviced by a ship-to location. For example, if a retail chain purchases from Distributor A but then becomes a direct purchaser of cigarettes from manufacturers or shifts its business to Distributor B, no adjustment will be made in the SOM/SOS determinations or Program payment schedules for Distributor A or Distributor B.
- ◆ If feasible, RJR will make such equitable adjustments as it deems appropriate in SOM/SOS determinations, carton sales, and Program payment schedules when there is a consolidation of participating ship-to locations which are under common ownership during a Program Period. Any plans to consolidate participating ship-to locations should be coordinated with RJR as early as possible.
- ◆ To be eligible for a PARTNERS Program Payment, a participating ship-to location must, throughout the Program Period, remain actively engaged in the cigarette distribution business and a Direct Account of RJR.
- ◆ All cigarette brands distributed by RJR, including brands of Forsyth Tobacco Products and RJR Macdonald, are included in payment calculations and SOM/SOS determinations. RJR will designate which of its brands are considered full price and savings for purposes of the PARTNERS Program.

*RJR* Reynolds  
Tobacco Company

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# JULY - DECEMBER

## 1997 PARTNERS Program

### Rules and Procedures (cont'd)

- ◆ Sales Information Reports which are untimely, contain incorrect or incomplete information, are in improper format / form or otherwise do not comply with Plan requirements may cause the ship-to location to be removed from the PARTNERS Program and lose its eligibility for any program payment.
- ◆ Sales Information Reporting Requirements:
  - ① All products purchased by the Direct Account or any affiliates, including its subsidiaries and its parent company, and sold to retail customers must be included in the Direct Account's sales information reporting.
  - ② All products for which the Direct Account provides tax stamping services to third parties must be included in Sales Information reporting even though the product may not be purchased by the Direct Account.
  - ③ Any product purchased by retail stores or other outlets owned and operated by the Direct Account or any affiliates must be included in the Direct Account's sales information reporting when in RJR's judgment these purchases are skewed to selected brands resulting in distorted "sales to retail" S.O.M./S.O.S. calculations.
  - ④ Any products purchased by the Direct Account or any affiliates that are sold to other direct buying customers of any cigarette manufacturer must be included in the PARTNERS Program sales information reporting by the Direct Account.
  - ⑤ Direct Account must provide a quarterly inventory of all manufacturers brands by specific UPC by company.
  - ⑥ Comply with detailed reporting instruction documents issued by RJR.

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# JULY - DECEMBER

## 1997 PARTNERS Program

### Rules and Procedures (cont'd)

- ◆ Payment will be made by check or credited to the Direct Account's bank account via E.F.T. as soon as practicable after a Program Period ends and accurate SOM/SOS, performance qualification, and RJR carton sales have been determined and verified to the satisfaction of RJR. In instances of ownership changes for participating ship-to locations, RJR will make PARTNERS Program payment only to the owner of record as of the end of the period for which the interim Category I payment is paid or as of the end of the Program Period. No payment will be prorated. The owner of record is determined from RJR records of Direct Accounts.
- ◆ RJR will have the right to audit, as and when it deems necessary, Direct Account's books and records relating to any information provided pursuant to the PARTNERS Program. Direct Account will be required to provide reasonable cooperation and make available relevant books and records for it and its affiliates. Direct Account must require that the following records be maintained and preserved for the current and previous two Program Periods:
  - ① Records, by manufacturer, supporting the purchase of product from manufacturers and any other source(s) from which product is obtained. Examples of acceptable records are State Cigarette Tax Reports and supporting schedules, invoices and disbursement records.
  - ② Inventory records, by manufacturer product code, coinciding with the beginning and ending dates of each Program Period.
  - ③ Records, by manufacturer, supporting the sale of product to retailer or any other Direct Account(s).
  - ④ Records, by manufacturer, listing shipments or sale of product to non-retail customers and/or related parties.
  - ⑤ Records, by manufacturer, listing dry, damaged and out-of-date cigarettes which were returned to manufacturers for credit.

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# JULY - DECEMBER

## 1997 PARTNERS Program

### Rules and Procedures (cont'd)

RJR will also have the right to conduct a physical count of Direct Account cigarette inventory. Refusal to permit audit or inventory count as required by RJR will cause Direct Account to lose its eligibility for payment and disqualify Direct Account from further Program participation during the Program Period. RJR has the right to impose a penalty equal to 25% of the eligible payment for non-compliance with the record keeping requirement of the Program.

- ◆ Any Direct Account providing false or misleading information, either deliberately or through gross negligence, will lose its eligibility for payment and will be eliminated from participation in the PARTNERS Program for the current and future Program Periods. Such conduct may also cause Direct Account to lose its Direct Account status.
- ◆ All issues arising from the PARTNERS Program, including interpretation and application of Program requirements and the Rules and Procedures and determinations of SOM/SOS, sales, and inventories, will be resolved by RJR in its sole discretion. The decision of RJR on such matters will be final.
- ◆ No Direct Account is permitted to deduct any part of its PARTNERS Program payment or anticipated payment off invoice.
- ◆ No Direct Account is eligible for any payment under the PARTNERS Program if it or an affiliated company has past-due invoices from RJR or Forsyth Tobacco Products, (1) at the end of the period for which the interim Category I payment is to be paid, or (2) at the end of the Program Period.
- ◆ RJR reserves the right to retain any payments due under the PARTNERS Program as an offset or recoupment for outstanding invoices from RJR or Forsyth Tobacco Products. RJR also reserves the right to modify or discontinue the PARTNERS Program at any time.

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CHAINS  
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# PARTNERS

Partnership In  
Maximizing Category Profit

CHAINS

*RJ Reynolds*  
Tobacco Company

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MCLANE COMPANY, INC.  
PER. ONE  
STORE COUNT BY DIVISION

7/19/97

CORP CODE	ACCOUNT	HP	ME	MI	MK	MP	MS	MW	MZ	NE	NW	SE	SO	SW	SZ	NC	TTL
DIVISION ACCOUNTABILITIES																	
TOTAL	7-11 FRANCHISEE			332		405	246	120	518	445	375				734		3258
005	AM/PM FRANCHISE					19	12				13				55		89
006	ARCO - PRESTIGE					84	79				103				222	45	458
127	BP OIL COMPANY				337					46		41	42				458
151	CIGARETTE CHEAPER	7		71		188	39	3			22				138	98	239
167	CROWN PETROLEUM								78			63					543
TOTAL	DAIRMART-CORP			27	418					98							199
TOTAL	DAIRMART-FRANCHISE			7	110					82							950
003	DIAMOND SHAMROCK	97					18	131						704			102
064	FLYING J CORPORATION	5	2	8	7	8	5	29	4		15	4	7	3	1	4	239
082	MAPCO PETROLEUM				101						25	10	101	2			289
190	RACETRAC		47		13				20			75	46	73		15	375
185	THE PANTRY				102											273	549
205	LIL CHAMP		496									53					8309
DIVISION SUBTOTAL		109	545	465	1088	767	399	283	620	671	553	246	196	782	1150	435	
CORPORATE ACCOUNTABILITIES																	
194	AMERADA HESS		55							3		29				98	215
112	AMOCO OIL COMPANY		119			135		53		80	146	27	17				296
001	CIRCLE K	182	376		28	82	571	94			122	296	99	204	92		2255
043	COASTAL MART	6	66	80	20			153	26	40		0	2	161		5	559
049	E-Z SERVE	47	66	8	29			16				124	287	54		66	697
021	EMRO MARKETING		102		47							88	30			112	377
041	EXXON CORPORATION		47									20		151			216
186	LACQUINTA	19	20	12	10	8	10	17	4		3	19	8		8	8	146
010	MOBIL OIL COMPANY		121	106			43		76	118				43	63		570
150	PETRO TRAVEL	5	1	2	4	1	2	1			1	3	3	4			27
116	PHILLIPS 66	75		70	14			101				11	6	44		3	324
014	SHELL OIL COMPANY													6			6
TOTAL	SHOWBIZ		15	51	23	17		14	24	41	9	20	22	30	40	10	316
TOTAL	SOUTHLAND		418					386	724					288			1816
060	STAR ENTERPRISES		127		8					58		67	28	123			411
TOTAL	TACO BELL	50	59	155	88	34			40				68	30	106		630
073	THRIFTWAY	96					31	20			15			7			169
170	WALGREEN	19	381	2													402
CORPORATE SUBTOTAL		499	2006	486	271	145	657	855	894	398	144	528	767	1040	421	334	9445
NATIONAL ACCOUNTS SUBTOTAL		608	2551	951	1359	912	1056	1138	1514	1069	697	774	963	1822	1571	769	17754
074	BOO'S OUTLETS	7	5	4	8			4				6	18	9		2	63
072	SAM'S CLUBS	15	28	69	30	7	8	34	28	56	7	37	25	43	17	22	426
500	WAL-MART	108	98	404	170	105	38	140	91	178	58	121	238	144		128	2021
501	WM SUPERCENTER	27	21	45	37			14	19	13		41	87	61		9	374
FAMILY SUBTOTAL		157	152	522	245	112	46	192	138	247	65	205	368	257	17	161	2884
TOTAL NATIONAL ACCOUNTS		765	2703	1473	1604	1024	1102	1330	1652	1316	762	979	1331	2079	1588	930	20638

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[illegible]

NGJ	CHARGE	ANGLU			LEAFOR			MURRI			PHILLIPS, IN.			STANLEY, IN.		
		2014	1977	CHARGE	2014	1977	CHARGE	2014	1977	CHARGE	2014	1977	CHARGE	2014	1977	CHARGE
CHANN RIR SOM	4.34	0.07	10.03	15.37	-0.06	19.25	13.05	-0.27	16.78	16.07	-0.71	13.99	16.99	-1.00	0.06	15.37
CHANN RIR SPS	3.31		21.65	18.89	-2.66	40.94	30.35	-2.28	36.37	28.97	-7.25	10.28	12.45	-2.18	0.00	15.37
CHANN RIR FP SOC	4.19		15.49	15.05	-0.44	16.62	16.57	-0.05	14.53	14.71	0.08	17.00	17.73	0.73	0.00	15.37
CHANN CAMEL SOM	1.22		5.11	5.21	0.10	4.26	4.85	0.37	5.26	5.72	0.46	5.55	6.54	0.99	0.00	15.37
CHANN CAMEL SPS	1.37		19.84	17.67	-1.97	37.51	33.81	-1.80	22.88	22.66	-0.30	9.84	11.91	2.07	0.00	15.37
CHANN PM SOM	1.86		81.32	62.40	0.00	62.77	63.72	0.25	64.90	65.07	0.17	84.40	84.56	0.16	0.00	15.37
ST STORES	2		694	608	15	285	369	402	13	191	545	568	301	313	12	370
NORTHEAST INTEREST	0		81	72	5				101	113	12					
27 TOTAL RIR SOM	0.00		8.26	7.84	-0.44	0.54			15.00	14.07	-0.93					
27 TOTAL RIR SPS	0.00		5.41	3.57	-1.84				31.32	20.48	-2.14					
15 TOTAL RIR SOC	0.00		0.37	7.86	-0.41				13.54	12.78	-0.75					
44 CAMEL SOM	0.00		1.43	1.75	0.12				4.99	4.92	-0.07					
98 DORAL SOM	0.00		56.22	50.25	2.03				10.14	8.84	-1.30					
TOTAL PM SOM	0.00								65.43	66.68	0.25					
MID ATLANTIC INTEREST	0								71	75	4					
197 TOTAL RIR SOM	7.47	0.92							19.32	19.43	0.11					
372 TOTAL RIR SPS	6.41								14.66	15.16	0.50					
153 FP RIR SOC	7.66								5.62	6.54	0.92					
46 CAMEL SOM	4.12								19.10	20.07	0.97					
30.2 DORAL SOM	5.94								67.80	61.76	-1.02					
TOTAL PM SOM	5.76															
SOUTHEAST INTEREST	1		25	21	7				26	20	0					
297 TOTAL RIR SOM	5.79	0.40	16.79	17.51	-0.80	0.75			22.49	20.97	-1.52					
440 TOTAL RIR SPS	4.70		24.84	22.27	-2.67				43.05	40.47	-2.51					
163 FP RIR SOC	5.36		16.34	17.49	-0.85				50.94	18.61	-1.33					
41 CAMEL SOM	2.02		5.07	5.12	0.05				5.99	6.07	0.08					
218 DORAL SOM	3.85		24.48	21.92	-2.66				41.06	38.36	-1.73					
TOTAL PM SOM	3.35		59.35	60.76	1.41				56.50	60.18	1.68					
SUNBELT INTEREST	0		118	118	0				43	43	0					
776 TOTAL RIR SOM	1.53	0.08	16.87	15.51	-1.36	1.86			23.84	23.64	-0.24					
483 TOTAL RIR SPS	1.67		37.90	31.32	-6.58				72.92	66.40	-6.52					
137 FP RIR SOC	1.36		14.06	13.64	-0.45				51.90	47.09	-4.71					
3.8 CAMEL SOM	1.15		3.67	3.54	-0.13				16.46	17.23	0.43					
27.6 DORAL SOM	3.82		36.02	30.13	-5.89				4.37	5.36	0.99					
TOTAL PM SOM	1.22		65.65	65.64	0.09				63.01	60.27	-2.76					
CUMBERLAND INTEREST	0								59.56	60.07	0.51					
314 TOTAL RIR SOM	1.76	1.27														
51.0 TOTAL RIR SPS	4.26															
18.4 FP RIR SOC	3.88															
5.6 CAMEL SOM	0.66															
23.1 DORAL SOM	3.89															
TOTAL PM SOM	4.06															
SOUTHERN INTEREST	0		17	17	0											
315 TOTAL RIR SOM	13.66	1.08	25.42	23.72	-1.70	0.44										
62.2 TOTAL RIR SPS	8.90		55.44	55.37	-0.07											
17.0 FP RIR SOC	6.84		19.15	18.50	-0.65											
3.5 CAMEL SOM	1.17		2.75	2.94	0.19											
26.7 DORAL SOM	8.79		46.67	47.64	1.17											
TOTAL PM SOM	11.63		47.23	49.32	2.09											
MIDWEST INTEREST	0															
16.9 TOTAL RIR SOM	11.54	1.16														
26.2 TOTAL RIR SPS	0.76															
14.1 FP RIR SOC	3.45															
4.1 CAMEL SOM	0.25															
13.7 DORAL SOM	0.95															
TOTAL PM SOM	2.06															
20.0 TOTAL RIR SOM	1.31	0.25														
32.7 TOTAL RIR SPS	2.46															
13.8 FP RIR SOC	1.52															
3.7 CAMEL SOM	0.88															
28.1 DORAL SOM	3.26															
TOTAL PM SOM	0.23															
HOCH PLAINS INTEREST	0															
27.1 TOTAL RIR SOM	6.31	0.99														
45.6 TOTAL RIR SPS	14.75															
14.2 FP RIR SOC	3.00															
6.3 CAMEL SOM	2.84															
15.6 DORAL SOM	16.52															
TOTAL PM SOM	3.82															
WESTERN INTEREST	0		51	51	0											
27.2 TOTAL RIR SOM	3.84	1.85	20.11	19.40	-0.71	1.42										
41.4 TOTAL RIR SPS	2.81		10.40	9.31	-1.03											
17.6 FP RIR SOC	2.41		21.38	20.95	-0.83											
10.8 CAMEL SOM	3.06		15.16	14.79	-0.37											
16.8 DORAL SOM	0.35		7.71	7.78	0.02											
TOTAL PM SOM	4.05		67.69	68.61	0.92											
SUNWEST INTEREST	0															
22.9 TOTAL RIR SOM	2.02	0.37														
30.5 TOTAL RIR SPS	1.04															
12.0 FP RIR SOC	2.39															
6.2 CAMEL SOM	1.83															
6.1 DORAL SOM	2.34															
TOTAL PM SOM	1.09															
SO CAL INTEREST	0															
18.3 TOTAL RIR SOM	1.44	0.04														
43.0 TOTAL RIR SPS	3.74															
12.1 FP RIR SOC	0.52															
9.0 CAMEL SOM	1.41															
4.8 DORAL SOM	0.89															
TOTAL PM SOM	0.19															
PACIFIC INTEREST	0															
17.3 TOTAL RIR SOM	1.86	0.70														
22.0 TOTAL RIR SPS	0.93															
11.4 FP RIR SOC	2.85															
5.7 CAMEL SOM	1.43															
1.7 DORAL SOM	0.54															
TOTAL PM SOM	2.58															
NORTHWEST INTEREST	0															
26.3 TOTAL RIR SOM	7.72	1.27														
35.0 TOTAL RIR SPS	6.17															
1.1 FP RIR SOC	7.99															
1.1 CAMEL SOM	4.02															
8.8 DORAL SOM	13.63															
TOTAL PM SOM	6.31															
CAROLINA INTEREST	4															
51.1 TOTAL RIR SOM	39.41	0.60														
47.0 TOTAL RIR SPS	44.28															
16.6 FP RIR SOC	36.36															
4.6 CAMEL SOM	9.81															
18.1 DORAL SOM	38.36															
TOTAL PM SOM	40.52															

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	242.24	197.01	CHANG	% of BUSINESS
CHAIN R/R SOM	27.85	18.90	3.96	
CHAIN R/R SOS	37.07	18.96	-18.11	
CHAIN R/R FP SOC	18.62	18.88	0.26	
CHAIN CAMEL SOM	2.85	3.35	0.40	
CHAIN DORAL SOS	13.13	16.97	3.84	
CHAIN PM SOM	51.34	53.81	2.47	
# STORES	2189	2219	30	406
NORTHEAST (retailer)				
23.1 TOTAL R/R SOM			0.00	
58.4 SOS R/R			0.00	
13.2 FP R/R SOC			0.00	
4.4 CAMEL SOM			0.00	
8.6 DORAL SOS			0.00	
TOTAL PM SOM			0.00	
MID ATLANTIC (retailer)				
18.7 TOTAL R/R SOM			0.00	
37.2 SOS R/R			0.00	
15.3 FP R/R SOC			0.00	
4.5 CAMEL SOM			0.00	
30.2 DORAL SOS			0.00	
TOTAL PM SOM			0.00	
SOUTHEAST (retailer)				
29.7 TOTAL R/R SOM			0.00	
44.3 SOS R/R			0.00	
16.3 FP R/R SOC			0.00	
4.1 CAMEL SOM			0.00	
21.8 DORAL SOS			0.00	
TOTAL PM SOM			0.00	
SUREAST (retailer)				
27.6 TOTAL R/R SOM	376	343	7	
58.3 SOS R/R	27.51	22.06	-5.45	8.26
13.7 FP R/R SOC	63.32	39.10	-26.22	
3.6 CAMEL SOM	17.55	16.19	-0.64	
27.8 DORAL SOS	217	2.55	0.38	
TOTAL PM SOM	25.02	32.14	6.72	
CUMBERLAND (retailer)				
31.4 TOTAL R/R SOM	58.54	58.34	1.64	0
51.3 SOS R/R			0.00	
16.4 FP R/R SOC			0.00	
3.8 CAMEL SOM			0.00	
23.0 DORAL SOS			0.00	
TOTAL PM SOM			0.00	
SOUTHERN (retailer)				
35.5 TOTAL R/R SOM			0.00	
62.2 SOS R/R			0.00	
17.0 FP R/R SOC			0.00	
3.5 CAMEL SOM			0.00	
26.7 DORAL SOS			0.00	
TOTAL PM SOM			0.00	
MIDWEST (retailer)				
18.6 TOTAL R/R SOM	4	3	-1	
26.2 SOS R/R	18.54	18.20	1.76	0.01
14.1 FP R/R SOC	13.14	15.03	1.89	
4.4 CAMEL SOM	19.78	20.81	1.13	
13.3 DORAL SOS	3.06	2.75	-0.31	
TOTAL PM SOM	77.4	7.86	0.14	
SOUTHWEST (retailer)				
28.0 TOTAL R/R SOM	40.57	44.76	4.19	0
52.7 SOS R/R			0.00	
13.6 FP R/R SOC			0.00	
3.7 CAMEL SOM			0.00	
28.1 DORAL SOS			0.00	
TOTAL PM SOM			0.00	
HIGH PLAINS (retailer)				
27.1 TOTAL R/R SOM	19	20	1	
45.6 SOS R/R	22.46	17.96	-4.52	0.61
14.2 FP R/R SOC	37.43	20.06	-17.37	
6.3 CAMEL SOM	17.10	17.33	0.23	
15.6 DORAL SOS	2.34	3.16	0.82	
TOTAL PM SOM	13.45	17.42	3.97	
WESTERN (retailer)				
27.2 TOTAL R/R SOM	80.64	62.28	-18.4	
41.5 SOS R/R			0.00	
17.9 FP R/R SOC			0.00	
10.8 CAMEL SOM			0.00	
18.6 DORAL SOS			0.00	
TOTAL PM SOM			0.00	
LOWEST (retailer)				
22.8 TOTAL R/R SOM			0.00	
30.5 SOS R/R			0.00	
12.0 FP R/R SOC			0.00	
8.2 CAMEL SOM			0.00	
8.1 DORAL SOS			0.00	
TOTAL PM SOM			0.00	
SOCAL (retailer)				
19.3 TOTAL R/R SOM			0.00	
43.8 SOS R/R			0.00	
12.1 FP R/R SOC			0.00	
6.0 CAMEL SOM			0.00	
4.4 DORAL SOS			0.00	
TOTAL PM SOM			0.00	
PACIFIC (retailer)				
17.3 TOTAL R/R SOM			0.00	
22.0 SOS R/R			0.00	
11.4 FP R/R SOC			0.00	
5.7 CAMEL SOM			0.00	
1.7 DORAL SOS			0.00	
TOTAL PM SOM			0.00	
NORTHWEST (retailer)				
29.3 TOTAL R/R SOM			0.00	
35.2 SOS R/R			0.00	
19.2 FP R/R SOC			0.00	
12.3 CAMEL SOM			0.00	
6.8 DORAL SOS			0.00	
TOTAL PM SOM			0.00	
CAROLINA (retailer)				
31.1 TOTAL R/R SOM			0.00	
17.0 SOS R/R			0.00	
16.6 FP R/R SOC			0.00	
4.6 CAMEL SOM			0.00	
18.1 DORAL SOS			0.00	
TOTAL PM SOM			0.00	

McLANE NORTHEAST PARTNERS PERFORMANCE											
JULY - DECEMBER 1996											
<b>INSIDE</b>											
NORTHEAST	BASES	BUD'S	SAM'S CLUB	WAL MART	WAL MART SC						
RJR SOM	18.9		19.56	17.95	18.37						
RJR SOS	20.4		19.04	23.17	24.99						
RJR FP	13.9		14.4	13.11	12.85						
CAMEL	3.5		4.33	2.31	2.88						
DORAL	13		9.64	20.13	23.12						
# STORES			47	176	13						
<b>OUTSIDE</b>											
NORTHEAST	BASES	COASTAL	BP	MOBIL	SUN CO	HESS	DAIRY MT	AMOCO	7 - 11	SUGAR CREEK	GIBBS
RJR SOM	23.1	30.34	32.28	14.98	37.55	11.98	16.01	8.22	13.55	31.57	19.93
RJR SOS	58.4	74.61	79.1	31.41	86.16	58.13	23.25	5.55	16.95	68.9	41.53
RJR FP	13.2	17.83	16.84	12.49	11.81	9.51	12.49	8.06	11.54	14.67	14.29
CAMEL	4.4	7.32	5.01	4.51	4.15	1.52	4.43	1.31	3.23	7.32	4.34
DORAL	9.8	15.54	7.41	9.81	6.41	8.21	6.93	0.9	7.55	23.24	4.06
# STORES		41	44	99	488	63	173	61	130	104	86
NORTHEAST	BASES	SUNRISE	EVANS	HENDEL'S	NAT'L FOOD	CITY FAIR	PETR-ALL	RED BARREL	7-11 HAND	QUICK C	
RJR SOM	23.1	22.96	16.18	22.06	21.28	36.46	32.27	22.72	20.12	14.12	
RJR SOS	58.4	50.9	1.34	61.64	62.63	80.13	68.28	10.8	16.39	68.19	
RJR FP	13.2	13.65	16.06	16.41	14.39	21.84	14.46	14.55	18.68	10.45	
CAMEL	4.4	5.05	5.87	4.93	2.42	7.92	6.43	7.27	5.5	2.1	
DORAL	9.8	28.38	1.34	19.19	9.8	16.67	13.3	22.92	14.29	9.42	
# STORES		22	9	17	23	70	40	23	50	99	
NORTHEAST	BASES	TRAVEL P.	PUMP N PACK	CONVEN	J MART	WELSH	FL ROBERT	STORE 24			
RJR SOM	23.1	24.96	10.07	38.79	31.24	12.02	22.39	16.73			
RJR SOS	58.4	51.82	6.96	70.28	66.57	13.45	43.06	45.05			
RJR FP	13.2	18.78	9.28	21.52	15.11	11.91	19.49	11.57			
CAMEL	4.4	6.25	2.86	6.99	5.97	1.41	6.88	4.84			
DORAL	9.8	51.82	6.58	20.68	20.42	10.7	30.34	0.57			
# STORES		2	9	5	9	6	31	90			

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**MCLANE NORTHEAST PARTNERS PERFORMANCE  
JANUARY - JUNE 1997**

7/23/97

		AMOCO	A-PLUS	BP AMERICA	COASTAL MART	CONV EXPRESS	COOKS CONV	COUNTRY FAIR	DAIRY MART
NORTHEAST	BASES	0003-XX-XX	0362-XX-XX	1114-XX-XX	1906-XX-XX	3280-00-00	1547-00-00	1945-00-00	0205-XX-XX
RJR SOM	23.1%	7.95%	35.33%	32.09%	29.05%	37.98%	21.11%	32.49%	15.97%
RJR SOSC	58.4%	2.67%	82.00%	79.44%	70.85%	74.10%	47.45%	75.55%	19.06%
RJR FP	13.2%	7.86%	12.01%	16.86%	17.89%	19.44%	12.96%	18.43%	13.36%
Camel X-Reg	4.4%	1.40%	4.76%	5.61%	7.54%	5.83%	5.57%	7.04%	5.35%
Doral SOC	9.8%	0.59%	7.28%	8.42%	16.46%	23.84%	21.49%	14.65%	7.16%
# STORES		71	475	44	40	5	9	70	168
		EVANS FUEL	EXPRESS MART	FL ROBERTS	GIBBS OIL (CIRCLE K)	HENDEL'S (HENNY PENNY)	HESS	J-MART	MANLEY ASSOC
NORTHEAST	BASES	1945-00-00	1879-XX-XX	1052-XX-XX	1224-XX-XX	3342-00-00	0353-XX-XX	2803-00-00	3423-00-00
RJR SOM	23.1%	16.10%	32.09%	21.27%	18.76%	22.47%	10.46%	30.69%	30.44%
RJR SOSC	58.4%	0.36%	65.92%	43.54%	33.53%	62.30%	53.39%	67.56%	51.65%
RJR FP	13.2%	16.06%	15.85%	17.54%	14.34%	16.35%	8.36%	14.02%	17.86%
Camel X-Reg	4.4%	6.05%	8.37%	6.05%	4.41%	5.11%	1.59%	6.07%	9.57%
Doral SOC	9.8%	0.56%	15.51%	34.84%	3.77%	20.87%	12.49%	21.97%	51.18%
# STORES		9	40	31	81	17	60	9	10
		MOBIL CORP	MOHAWK VALLEY OIL	NAT'L FOOD (KRAUSERS)	PUMP N PANTRY	PUMP N PTY (BURSAW)	QUICK CHEK	RED BARREL	RICE OIL
NORTHEAST	BASES	0975-XX-XX	5405-00-00	2712-00-00	3510-00-00	2749-00-00	0919-00-00	1872-00-00	2666-00-00
RJR SOM	23.1%	14.10%	35.56%	22.48%	10.42%	11.39%	13.74%	22.57%	39.11%
RJR SOSC	58.4%	29.18%	66.24%	74.66%	6.06%	0.00%	64.48%	22.70%	59.40%
RJR FP	13.2%	11.87%	17.47%	13.91%	9.61%	11.39%	10.26%	14.97%	27.28%
Camel X-Reg	4.4%	4.50%	8.90%	2.71%	2.77%	4.07%	2.30%	8.01%	13.79%
Doral SOC	9.8%	8.64%	32.61%	6.65%	5.68%	0.00%	10.04%	21.63%	21.46%
# STORES		111	5	22	9	9	98	23	5

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**MCLANE NORTHEAST PARTNERS PROGRAM  
JANUARY - JUNE 1997**

		7-11 HANDEE	SOUTHLAND CORP (7-11)	STAR ENTERPRISES	STORE 24	SUGARCREEK	SUNRISE FOODS	VERONA OIL	WELSH FARMS
NORTHEAST	BASES	1238-00-00	0001-XX-XX	1327-XX-XX	0949-00-00	1227-00-00	4200-00-00	2945-00-00	2605-00-00
RJR SOM	23.1%	19.80%	13.73%	9.63%	16.48%	30.07%	21.70%	9.78%	12.02%
RJR SOSC	58.4%	16.98%	24.86%	17.03%	43.28%	64.68%	48.51%	2.44%	10.49%
RJR FP	13.2%	18.36%	11.19%	9.13%	11.51%	15.55%	12.91%	9.02%	11.91%
Camel X-Reg	4.4%	5.94%	3.55%	1.98%	5.37%	8.37%	5.14%	3.25%	1.32%
Doral SOC	9.8%	14.94%	10.40%	10.49%	0.20%	20.58%	28.24%	2.44%	9.79%
# STORES		51	140	36	86	103	22	24	6
		WAL MART	WAL MART SUPERCNTRS	SAM'S CLUB					
NORTHEAST	BASES	0209-XX-XX	5177-XX-XX	9501-XX-XX					
RJR SOM	18.9%	16.64%	16.56%	18.62%					
RJR SOSC	20.4%	22.14%	22.04%	17.06%					
RJR FP	13.9%	12.16%	11.99%	14.19%					
Camel X-Reg	3.5%	2.37%	2.90%	4.87%					
Doral SOC	13.0%	19.28%	20.86%	8.12%					
# STORES		177	13	53					

9689 ES819

V-TREND



51853 6897



# PARTNERS

Partnership In  
Maximizing Category Profit

**V-TREND**

*RJ Reynolds*  
Tobacco Company

51853 6898



## Share

## CUSTOMER: NORTHEAST

## RES: CUSTOMER

	JUL-96	AUG-96	SEP-96	OCT-96	NOV-96	DEC-96	JAN-97	FEB-97	MAR-97	APR-97	MAY-97	JUN-97	Average
<b>Share of Full Price</b>													
RJR	17.85%	17.42%	17.10%	18.59%	17.15%	18.71%	18.75%	18.35%	18.65%	17.05%	16.35%	16.39%	17.01%
P Mor	60.13%	60.90%	61.58%	59.42%	61.94%	62.78%	61.52%	62.10%	62.84%	61.84%	63.15%	63.52%	61.83%
BAT	7.79%	7.47%	7.22%	7.84%	8.97%	7.06%	7.31%	7.39%	7.31%	7.23%	8.91%	8.94%	7.84%
Lor	11.94%	13.79%	13.64%	13.84%	13.59%	13.00%	14.05%	13.69%	13.05%	13.60%	13.32%	13.15%	13.55%
Lg	0.36%	0.35%	0.39%	0.34%	0.35%	0.40%	0.33%	0.39%	0.33%	0.35%	0.23%	0.27%	0.33%
Other	0.05%	0.08%	0.08%	0.07%	0.06%	0.03%	0.04%	0.06%	0.03%	0.03%	0.03%	0.02%	0.05%
Total Full Price	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
<b>Share of Brd. Savings</b>													
RJR	21.90%	25.47%	27.15%	24.58%	25.36%	25.97%	24.61%	21.00%	25.16%	28.33%	23.76%	25.89%	25.30%
P Mor	41.98%	40.57%	44.02%	45.00%	44.54%	43.54%	44.79%	44.49%	47.31%	49.54%	49.39%	47.02%	45.48%
BAT	24.87%	29.38%	23.08%	26.87%	26.29%	25.33%	27.31%	29.05%	23.63%	3.02%	4.13%	22.74%	25.33%
Lor	3.33%	3.37%	3.41%	3.48%	3.25%	3.23%	3.14%	2.96%	3.03%	3.01%	-0.12%	4.35%	3.42%
Lg	0.94%	0.81%	1.35%	0.03%	0.56%	1.27%	0.13%	0.50%	0.03%	0.00%	0.00%	0.00%	0.47%
Other	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Total Branded Savings	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
<b>Share of PLB/W</b>													
RJR	83.93%	84.02%	84.85%	84.42%	84.58%	84.25%	84.03%	84.33%	84.90%	84.96%	84.27%	85.42%	84.59%
P Mor	16.07%	15.98%	15.15%	15.58%	15.32%	15.72%	15.91%	15.67%	15.10%	15.04%	15.54%	14.58%	15.48%
BAT	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Lor	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Lg	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Other	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.19%	0.00%	0.01%
Total PLB/W	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
<b>Share of Total Savings</b>													
RJR	39.58%	38.88%	40.78%	37.78%	38.30%	38.34%	37.65%	34.55%	37.28%	38.37%	35.82%	37.06%	37.94%
P Mor	36.10%	34.93%	37.74%	38.55%	38.17%	37.69%	38.46%	38.00%	41.34%	42.07%	42.84%	40.94%	39.08%
BAT	18.98%	23.11%	17.82%	20.94%	20.59%	20.47%	21.33%	23.58%	18.98%	18.29%	18.29%	18.47%	18.92%
Lor	2.54%	2.60%	2.63%	2.69%	2.54%	2.80%	2.46%	2.40%	2.42%	2.58%	3.30%	3.53%	2.59%
Lg	0.72%	0.47%	1.04%	0.02%	0.44%	1.01%	0.16%	0.41%	0.02%	-0.01%	-0.08%	0.00%	0.37%
Other	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.04%	0.00%	0.00%
Total PLB/W	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
<b>Total Share of Market</b>													
RJR	22.29%	22.03%	22.09%	22.76%	21.97%	21.08%	20.89%	20.38%	20.68%	21.10%	20.17%	20.38%	21.21%
P Mor	55.52%	55.20%	56.56%	54.89%	56.84%	57.68%	56.94%	57.02%	58.46%	58.05%	59.13%	59.16%	57.18%
BAT	10.12%	10.87%	9.45%	10.47%	11.47%	9.79%	10.09%	10.97%	9.58%	9.08%	9.15%	8.94%	9.83%
Lor	11.59%	11.36%	11.33%	11.47%	11.24%	10.88%	11.75%	11.20%	10.97%	11.51%	11.36%	11.29%	11.33%
Lg	0.44%	0.38%	0.53%	0.27%	0.37%	0.52%	0.29%	0.39%	0.27%	0.20%	0.17%	0.21%	0.34%
Other	0.04%	0.05%	0.04%	0.05%	0.05%	0.04%	0.03%	0.05%	0.02%	0.02%	0.02%	0.02%	0.04%
Total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
<b>Price Tier Share of Market</b>													
Full Price	79.10%	78.27%	78.95%	78.74%	78.97%	78.65%	80.15%	77.92%	80.46%	81.02%	80.37%	80.79%	79.57%
Brd. Savings	15.93%	16.75%	16.24%	18.57%	16.44%	16.07%	13.50%	17.92%	15.62%	15.72%	14.83%	15.72%	16.07%
PLB/W	4.96%	4.98%	4.80%	4.69%	4.59%	4.28%	4.35%	4.16%	3.91%	4.15%	3.81%	3.84%	4.36%
Total Savings	20.90%	21.72%	21.05%	21.26%	21.05%	20.55%	19.85%	22.00%	19.54%	18.98%	19.63%	19.30%	20.42%
Total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
<b>Share of Market</b>													
RJR FP	13.98%	13.64%	13.50%	14.72%	13.52%	13.31%	13.42%	12.75%	13.35%	13.81%	13.14%	13.23%	13.53%
WINSTON	4.82%	5.02%	4.85%	5.23%	4.54%	4.37%	4.26%	4.16%	4.26%	4.15%	4.16%	4.22%	4.49%
CAMEL XREG	4.05%	3.72%	3.94%	4.51%	4.15%	3.86%	4.39%	3.80%	4.45%	4.80%	4.20%	4.46%	4.21%
DORAL	2.21%	2.43%	2.62%	2.37%	2.42%	2.55%	2.15%	2.43%	2.32%	2.20%	2.20%	2.55%	2.37%
MARLBORO	38.90%	38.84%	39.95%	38.11%	40.27%	41.59%	40.37%	40.14%	42.06%	41.29%	41.63%	42.65%	40.56%
GPC	2.17%	2.77%	2.05%	2.58%	2.37%	2.40%	2.42%	3.08%	2.12%	1.77%	2.00%	2.01%	2.28%
BASIC	6.43%	6.07%	6.32%	6.78%	6.20%	6.33%	6.24%	7.21%	5.85%	6.08%	7.08%	6.79%	6.37%
Other	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Other	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Other	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Other	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Other	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Other	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Other	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%

R. J. Reynolds Tobacco Company [Confidential]

6689 85815

## Customer Volume and Share Analysis

## Average Weekly Carton Volume / Per Store

CUSTOMER : NORTHEAST  
RES CUSTOMER

	JUL-96	AUG-96	SEP-96	OCT-96	NOV-96	DEC-96	JAN-97	FEB-97	MAR-97	APR-97	MAY-97	JUN-97	Average
# of Stores	2,042	2,026	2,091	2,095	2,156	2,169	2,254	2,204	2,231	2,282	2,266	2,751	2,214
# of Days	28	28	35	28	28	35	35	28	28	35	28	28	364
RJR FP	38	36	35	37	34	33	30	30	32	32	33	29	33
P MOR FP	129	126	127	119	122	124	109	115	121	115	128	113	120
BAT FP	17	15	15	15	14	14	13	14	14	13	14	12	14
LOR FP	30	29	28	28	27	26	25	25	25	25	27	23	26
LIG FP	1	1	1	1	1	1	1	1	1	0	0	0	1
OTHER FP	0	0	0	0	0	0	0	0	0	0	0	0	0
Total Full Price	215	207	205	200	196	198	178	185	193	187	202	178	194
RJR Brd Sav	11	11	12	10	10	10	8	10	9	9	9	9	10
P MOR Brd Sav	19	18	19	19	18	17	15	19	18	17	20	16	18
BAT Brd Sav	11	13	10	11	11	10	9	12	9	7	9	8	10
LOR Brd Sav	1	1	1	1	1	1	1	1	1	1	2	2	1
LIG Brd Sav	0	0	1	0	0	1	0	0	0	0	0	0	0
OTHER Brd Sav	0	0	0	0	0	0	0	0	0	0	0	0	0
Total Brd Savings	43	44	42	42	41	40	34	42	37	34	40	35	39
RJR PL/BW	11	11	11	10	10	9	8	8	8	8	8	7	9
P MOR PL/BW	2	2	2	2	2	2	2	2	1	1	2	1	2
BAT PL/BW	0	0	0	0	0	0	0	0	0	0	0	0	0
LOR PL/BW	0	0	0	0	0	0	0	0	0	0	0	0	0
LIG PL/BW	0	0	0	0	0	0	0	0	0	0	0	0	0
OTHER PL/BW	0	0	0	0	0	0	0	0	0	0	0	0	0
Total PL/BW	13	13	13	12	11	11	10	10	9	10	10	8	11
RJR Sav	23	22	22	20	20	19	17	18	17	17	18	16	19
P Mor Sav	22	20	21	21	20	19	17	20	19	18	21	17	20
BAT Sav	11	13	10	11	11	10	9	12	9	7	9	8	10
Lor Sav	1	1	1	1	1	1	1	1	1	1	2	2	1
Lig Sav	0	0	1	0	0	1	0	0	0	0	0	0	0
Other Sav	0	0	0	0	0	0	0	0	0	0	0	0	0
Total Savings	57	55	55	54	52	51	44	52	47	44	48	43	50
RJR	61	58	58	58	54	52	46	48	50	49	51	45	52
P Mor	151	146	148	140	141	143	126	135	140	134	149	131	140
BAT	28	29	25	27	24	24	22	26	23	21	23	20	24
Lor	31	30	30	29	28	27	26	27	28	27	29	25	28
Lig	1	1	1	1	1	1	1	1	1	0	0	0	1
Other	0	0	0	0	0	0	0	0	0	0	0	0	0
Industry	272	275	265	254	248	248	222	237	240	230	252	221	244
WINSTON	13	13	12	13	11	11	9	10	10	10	10	9	11
CAMEL XREG	11	10	10	11	10	10	10	9	11	11	11	10	10
DORAL	6	6	7	6	6	6	5	6	6	5	6	6	6
MARLBORO	106	103	104	97	100	103	90	95	101	95	105	95	99
GPC	6	7	5	7	6	6	5	7	5	4	5	4	6
BASIC	17	16	16	17	15	16	14	17	16	15	18	15	16
	0	0	0	0	0	0	0	0	0	0	0	0	0
	0	0	0	0	0	0	0	0	0	0	0	0	0
	0	0	0	0	0	0	0	0	0	0	0	0	0
	0	0	0	0	0	0	0	0	0	0	0	0	0
	0	0	0	0	0	0	0	0	0	0	0	0	0
	0	0	0	0	0	0	0	0	0	0	0	0	0
	0	0	0	0	0	0	0	0	0	0	0	0	0

## Customer Volume and Share Analysis

## Average Weekly Carton Volume

CUSTOMER : NORTHEAST  
RES CUSTOMER

	JUL-96	AUG-96	SEP-96	OCT-96	NOV-96	DEC-96	JAN-97	FEB-97	MAR-97	APR-97	MAY-97	JUN-97	Average
# of Stores	2,042	2,028	2,091	2,095	2,158	2,169	2,254	2,204	2,231	2,282	2,266	2,751	2,214
# of Days	28	28	35	28	28	35	35	28	28	35	28	28	364
RJR FP	77,633	73,111	73,681	78,415	72,430	71,717	67,132	66,580	71,623	72,601	74,927	80,319	73,188
P MOR FP	263,858	255,594	265,275	249,232	262,069	269,393	246,534	252,745	269,513	263,327	289,351	311,288	266,110
BAT FP	34,188	31,363	31,113	32,050	29,484	30,272	29,294	30,088	31,443	30,795	31,683	32,643	31,137
LOR FP	61,331	57,877	58,776	58,048	57,355	55,778	56,347	55,724	56,139	57,935	61,045	64,438	58,308
LIG FP	1,599	1,475	1,682	1,425	1,475	1,705	1,328	1,583	1,401	1,070	1,060	1,300	1,427
OTHER FP	232	245	243	266	271	219	174	247	130	110	122	111	198
Total Full Price	438,841	418,663	430,789	419,455	423,083	429,083	400,910	408,965	430,247	425,837	456,187	490,098	438,368
RJR Brd Sav	22,892	22,875	24,593	21,696	22,334	22,480	19,099	21,531	21,192	19,741	21,284	24,652	21,988
P MOR Brd Sav	39,739	36,436	39,365	39,778	39,231	37,686	34,723	41,642	40,031	38,679	44,249	44,771	39,534
BAT Brd Sav	21,978	26,926	20,458	23,722	23,156	22,439	21,175	27,189	19,784	16,935	20,467	21,647	22,010
LOR Brd Sav	2,945	3,029	3,018	3,052	2,861	2,845	2,438	2,773	2,527	2,576	3,697	4,137	2,970
LIG Brd Sav	835	551	1,193	25	492	1,103	100	470	24	-6	-104	0	406
OTHER Brd Sav	0	0	0	0	0	0	0	0	0	0	0	0	0
Total Brd Savings	88,388	89,817	88,627	88,272	88,074	86,553	77,634	93,604	83,557	77,925	89,592	95,206	86,908
RJR PL/BW	23,107	22,428	22,234	21,116	20,609	19,435	18,279	18,310	17,760	18,530	18,798	18,781	19,939
P MOR PL/BW	4,425	4,267	3,971	3,896	3,763	3,624	3,457	3,402	3,158	3,280	3,468	3,205	3,654
BAT PL/BW	0	0	0	0	0	0	0	0	0	0	0	0	0
LOR PL/BW	0	0	0	0	0	0	0	0	0	0	0	0	0
LIG PL/BW	0	0	0	0	0	0	0	0	0	0	0	0	0
OTHER PL/BW	0	0	0	0	0	0	0	0	0	0	42	0	3
Total PL/BW	27,532	26,695	26,205	25,012	24,372	23,058	21,736	21,712	20,917	21,810	22,308	21,986	23,596
RJR Sav	45,999	45,303	46,827	42,811	43,143	41,915	37,378	39,841	38,952	38,271	40,082	43,433	41,927
P Mor Sav	44,164	40,704	43,335	43,674	42,994	41,309	38,180	45,044	43,188	41,959	47,716	47,976	43,188
BAT Sav	21,978	26,926	20,458	23,722	23,156	22,439	21,175	27,189	19,784	16,935	20,467	21,647	22,010
Lor Sav	2,945	3,029	3,018	3,052	2,861	2,845	2,438	2,773	2,527	2,576	3,697	4,137	2,970
Lig Sav	835	551	1,193	25	492	1,103	100	470	24	-6	-104	0	406
Other Sav	0	0	0	0	0	0	0	0	0	0	42	0	3
Total Savings	115,920	116,512	114,632	113,283	112,646	109,611	99,270	116,316	104,474	99,735	111,899	117,163	110,504
RJR	123,632	118,413	120,507	121,226	115,573	113,631	104,510	106,421	110,575	110,872	115,009	123,752	115,115
P Mor	308,022	296,297	308,610	292,905	305,063	310,702	284,815	297,788	312,701	305,266	337,067	359,264	309,298
BAT	56,166	58,289	51,571	55,772	52,640	52,712	50,469	57,277	51,226	47,730	52,150	54,290	53,147
Lor	64,276	60,906	61,794	61,100	60,216	58,622	58,785	58,496	58,666	60,511	64,742	68,575	61,278
Lig	2,433	2,025	2,875	1,449	1,967	2,808	1,427	2,053	1,424	1,064	956	1,300	1,833
Other	232	245	243	286	271	219	174	247	130	110	164	111	201
Industry	554,781	535,175	545,601	532,738	535,729	538,694	600,180	522,281	534,721	525,572	570,086	607,291	540,872
WINSTON	26,764	26,896	25,363	27,881	24,343	24,640	21,229	21,711	22,761	21,798	23,695	25,629	24,305
CAMEL XREG	22,465	19,933	21,761	24,024	22,255	21,357	21,963	19,853	23,771	25,246	23,951	27,115	22,790
DORAL	12,259	13,016	14,272	12,622	12,984	13,751	10,748	12,674	12,407	11,580	12,517	15,484	12,839
MARLBORO	215,800	208,792	217,954	203,037	215,737	224,059	201,903	209,655	224,878	216,991	237,342	260,194	219,351
GPC	12,034	14,838	11,199	13,743	12,698	12,934	12,126	16,084	11,347	9,299	11,379	12,189	12,404
BASIC	35,673	32,558	34,477	38,099	33,231	34,122	31,204	37,643	36,606	35,126	40,366	41,258	35,545
	0	0	0	0	0	0	0	0	0	0	0	0	0
	0	0	0	0	0	0	0	0	0	0	0	0	0
	0	0	0	0	0	0	0	0	0	0	0	0	0
	0	0	0	0	0	0	0	0	0	0	0	0	0
	0	0	0	0	0	0	0	0	0	0	0	0	0
	0	0	0	0	0	0	0	0	0	0	0	0	0
	0	0	0	0	0	0	0	0	0	0	0	0	0

## Customer Volume and Share Analysis

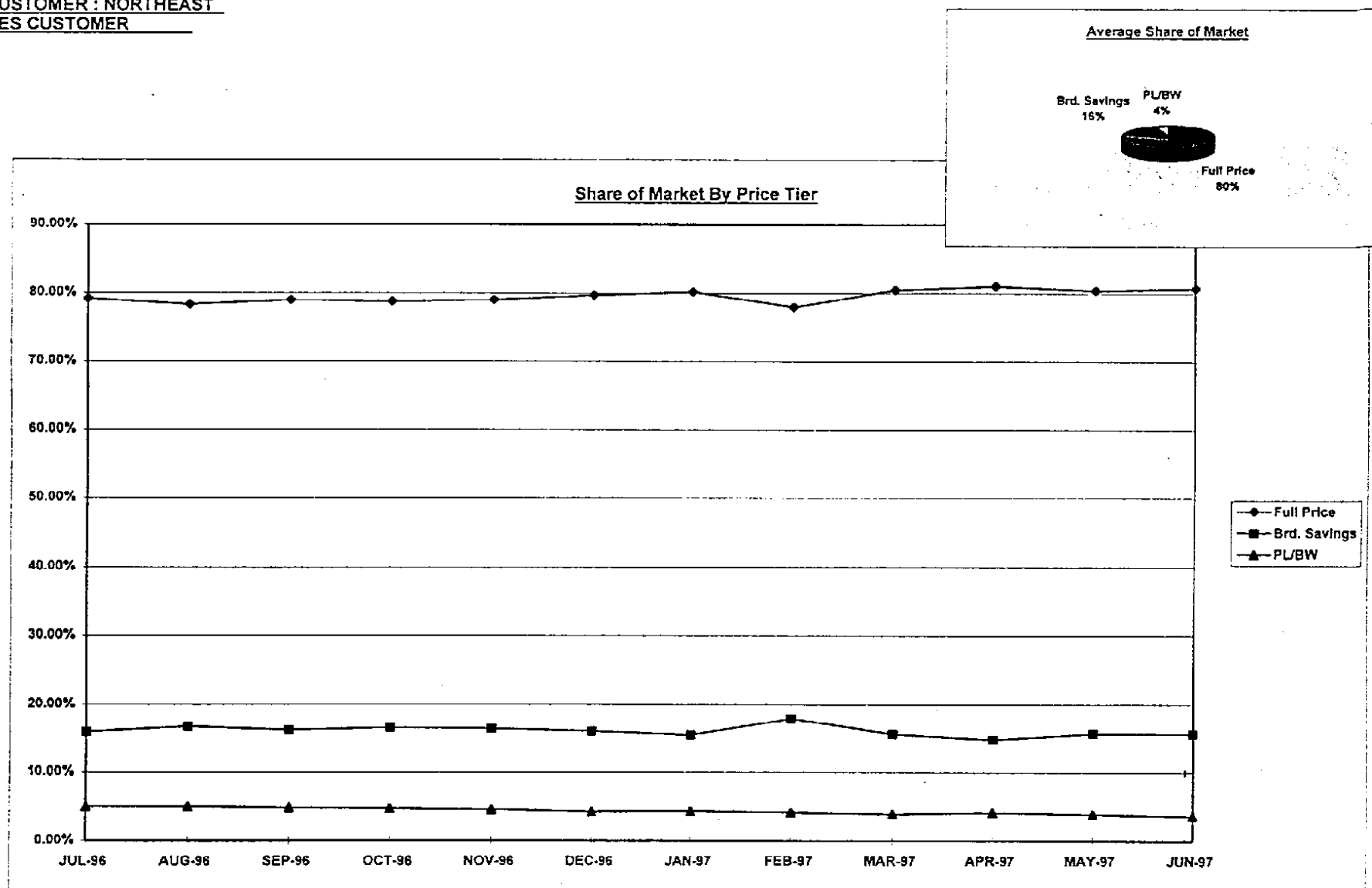
## Total Carton Volume

CUSTOMER : NORTHEAST  
RES CUSTOMER

	JUL-96	AUG-96	SEP-96	OCT-96	NOV-96	DEC-96	JAN-97	FEB-97	MAR-97	APR-97	MAY-97	JUN-97	Total
# of Stores	2,042	2,028	2,091	2,095	2,156	2,169	2,254	2,204	2,231	2,282	2,266	2,751	2,214
# of Days	28	28	35	28	28	35	35	28	28	35	28	28	384
RJR FP	310,532	292,442	368,403	313,660	289,721	358,583	335,682	266,319	286,491	363,003	299,707	321,275	3,805,798
P MOR FP	1,055,432	1,022,374	1,326,374	996,926	1,048,275	1,346,964	1,233,171	1,010,978	1,078,051	1,316,635	1,157,402	1,245,153	13,837,735
BAT FP	136,753	125,451	155,564	128,199	117,936	151,361	146,472	120,352	125,770	153,973	126,733	130,570	1,619,134
LOR FP	245,323	231,506	293,880	232,192	229,418	278,889	281,734	222,894	224,557	289,674	244,181	257,751	3,031,999
LIG FP	6,395	5,898	8,409	5,698	5,900	8,524	6,539	5,602	5,602	5,350	4,240	5,200	74,186
OTHER FP	929	980	1,216	1,144	1,082	1,095	872	986	518	552	486	443	10,303
Total Full Price	1,755,364	1,678,651	2,153,846	1,677,819	1,692,332	2,145,416	2,004,550	1,627,860	1,720,989	2,129,187	1,832,749	1,960,392	22,379,155
RJR Brd Sav	91,567	91,498	122,964	86,782	89,336	112,401	95,493	86,124	84,768	98,708	85,135	98,607	1,143,381
P MOR Brd Sav	158,957	145,745	196,823	159,112	156,924	188,428	173,615	166,566	160,122	193,396	176,995	179,082	2,055,765
BAT Brd Sav	87,911	107,704	102,289	94,888	92,625	112,197	105,874	108,754	79,134	84,675	81,867	86,588	1,144,506
LOR Brd Sav	11,780	12,117	15,092	12,207	11,444	14,223	12,189	11,091	10,107	12,880	14,786	16,548	154,464
LIG Brd Sav	3,338	2,203	5,967	98	1,967	5,516	498	1,880	95	-32	-417	0	21,113
OTHER Brd Sav	0	0	0	0	0	0	0	0	0	0	0	0	0
Total Brd Savings	353,553	359,267	443,135	353,087	352,296	432,765	387,669	374,415	334,226	389,625	358,366	380,825	4,519,229
RJR PL/BW	92,429	89,713	111,170	84,483	83,235	97,173	91,395	73,241	71,039	92,651	75,192	75,125	1,036,826
P MOR PL/BW	17,698	17,069	19,853	15,533	15,053	18,118	17,287	13,608	12,630	16,398	13,870	12,820	189,987
BAT PL/BW	0	0	0	0	0	0	0	0	0	0	0	0	0
LOR PL/BW	0	0	0	0	0	0	0	0	0	0	0	0	0
LIG PL/BW	0	0	0	0	0	0	0	0	0	0	0	0	0
OTHER PL/BW	0	0	0	0	0	0	0	0	0	0	168	0	188
Total PL/BW	110,127	106,782	131,023	100,046	98,288	115,291	108,682	86,849	83,669	109,049	89,230	87,945	1,226,981
RJR Sav	183,996	181,211	234,134	171,245	172,571	209,574	186,888	159,365	155,807	191,357	160,327	173,732	2,180,207
P Mor Sav	176,655	162,814	216,676	174,695	171,977	206,546	190,902	180,174	172,752	209,794	190,865	191,902	2,245,752
BAT Sav	87,911	107,704	102,289	94,888	92,625	112,197	105,874	108,754	79,134	84,675	81,867	86,588	1,144,506
Lor Sav	11,780	12,117	15,092	12,207	11,444	14,223	12,189	11,091	10,107	12,880	14,786	16,548	154,464
Lig Sav	3,338	2,203	5,967	98	1,967	5,516	498	1,880	95	-32	-417	0	21,113
Other Sav	0	0	0	0	0	0	0	0	0	0	168	0	188
Total Savings	463,680	466,049	574,158	453,133	450,584	548,056	496,361	481,264	417,895	498,674	447,596	468,770	5,746,210
RJR	494,528	473,653	602,537	484,905	462,292	568,157	522,650	425,684	442,298	554,360	460,034	495,007	5,986,006
P Mor	1,232,087	1,185,188	1,543,050	1,171,621	1,220,252	1,553,510	1,424,073	1,191,152	1,250,803	1,526,429	1,348,267	1,437,055	16,083,487
BAT	224,664	233,155	257,853	223,087	210,561	263,558	252,346	229,106	204,904	238,648	208,600	217,158	2,763,640
Lor	257,103	243,623	308,972	244,399	240,862	293,112	293,923	233,985	234,664	302,554	258,967	274,299	3,186,463
Lig	9,733	8,101	14,376	5,796	7,867	14,040	7,137	8,211	5,697	5,318	3,823	5,200	95,299
Other	929	980	1,216	1,144	1,082	1,095	872	986	518	552	486	443	10,471
Industry	2,219,044	2,144,700	2,728,004	2,130,882	2,142,916	2,693,472	2,500,901	2,089,124	2,138,884	2,627,861	2,260,345	2,429,182	28,125,365
WINSTON	107,055	107,582	126,813	111,524	97,371	123,198	106,144	86,843	91,044	108,991	94,778	102,514	1,263,857
CAMEL XREG	89,861	79,733	108,806	96,097	89,021	106,784	109,817	79,410	95,083	126,228	95,805	108,458	1,185,103
DORAL	49,037	52,065	71,361	50,489	51,936	68,757	53,739	50,696	49,827	57,899	50,069	61,936	687,611
MARLBORO	863,198	835,169	1,089,771	812,149	862,948	1,120,294	1,009,516	838,621	899,510	1,084,957	949,367	1,040,777	11,406,277
GPC	48,136	59,351	55,997	54,972	50,790	64,671	60,628	64,334	45,386	46,494	45,514	48,755	645,028
BASIC	142,692	130,232	172,384	144,395	132,924	170,608	158,020	150,571	146,422	175,629	161,464	165,022	1,848,363
	0	0	0	0	0	0	0	0	0	0	0	0	0
	0	0	0	0	0	0	0	0	0	0	0	0	0
	0	0	0	0	0	0	0	0	0	0	0	0	0
	0	0	0	0	0	0	0	0	0	0	0	0	0
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	0	0	0	0	0	0	0	0	0	0	0	0	0
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Customer Volu. and Share Analysis

CUSTOMER : NORTHEAST  
RES CUSTOMER



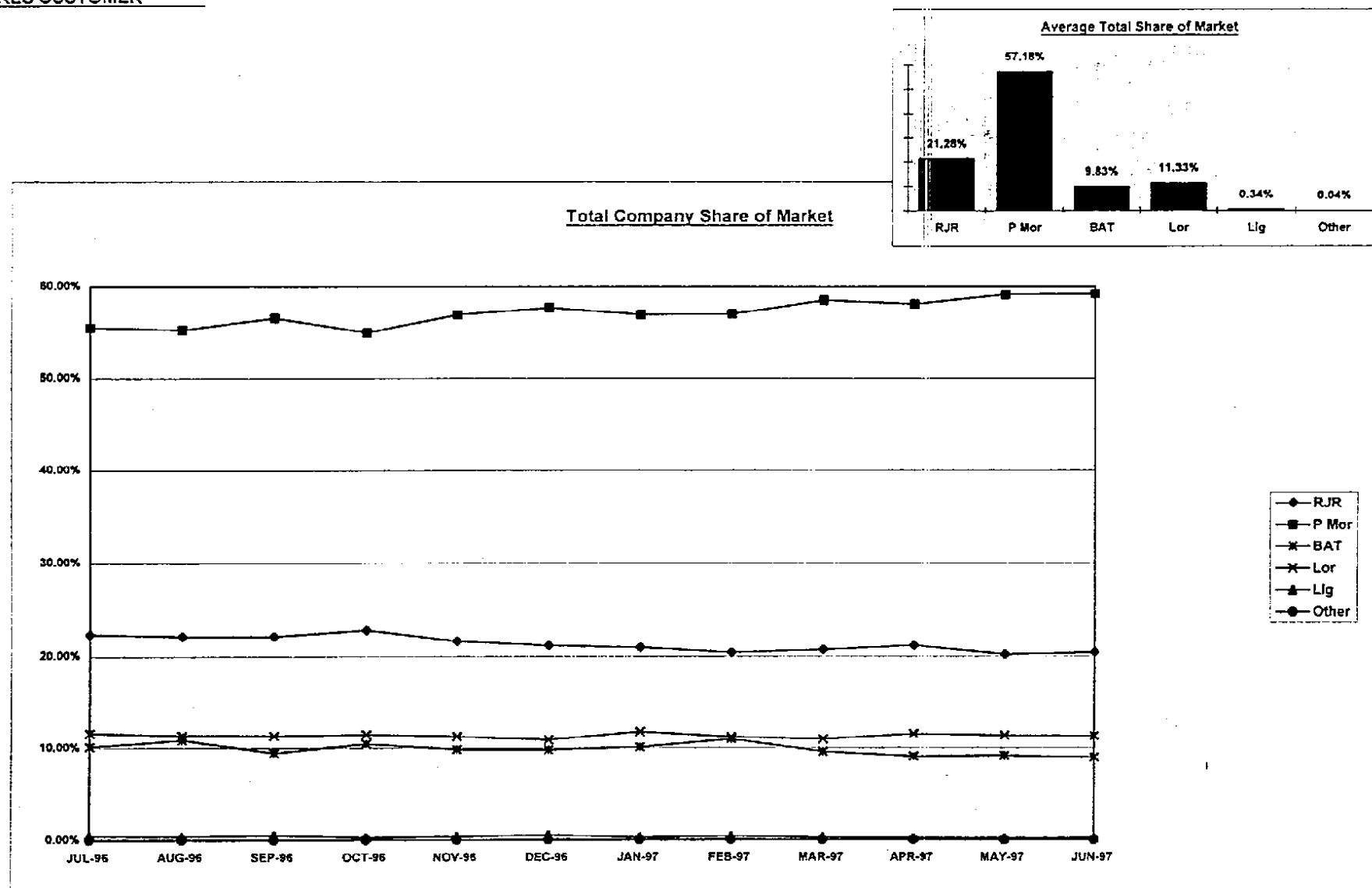
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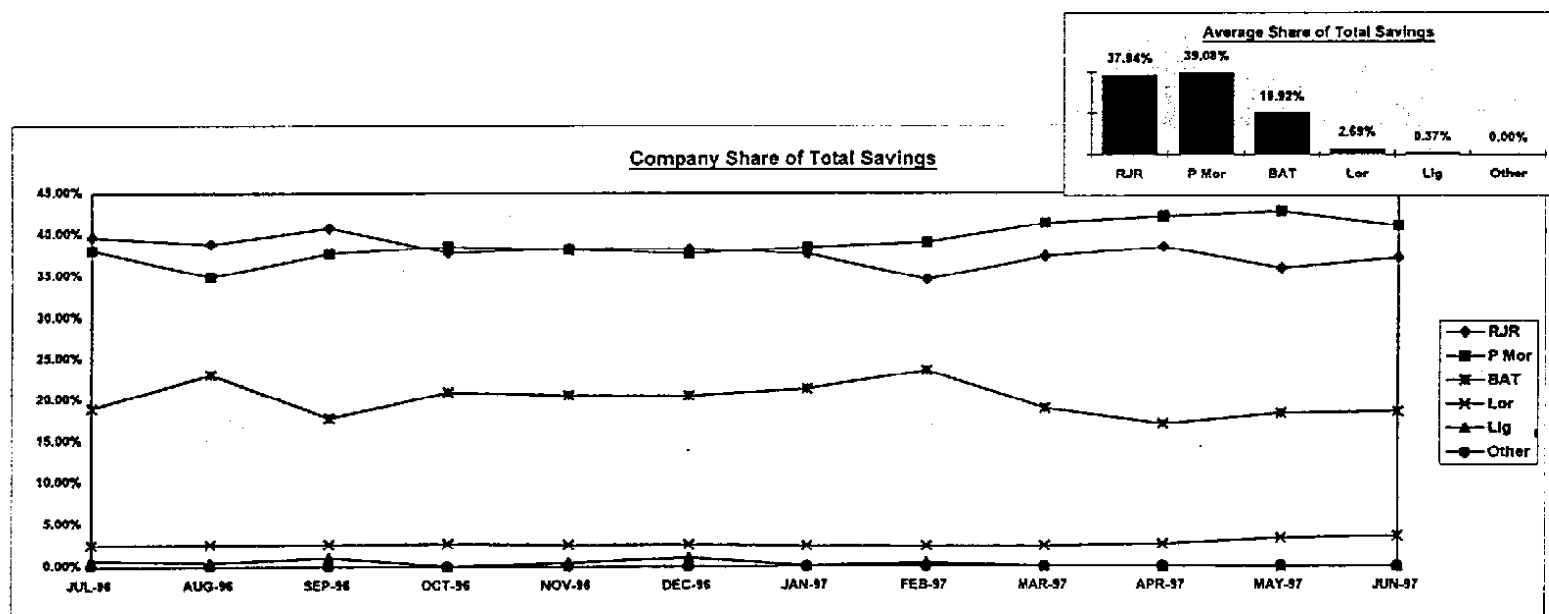
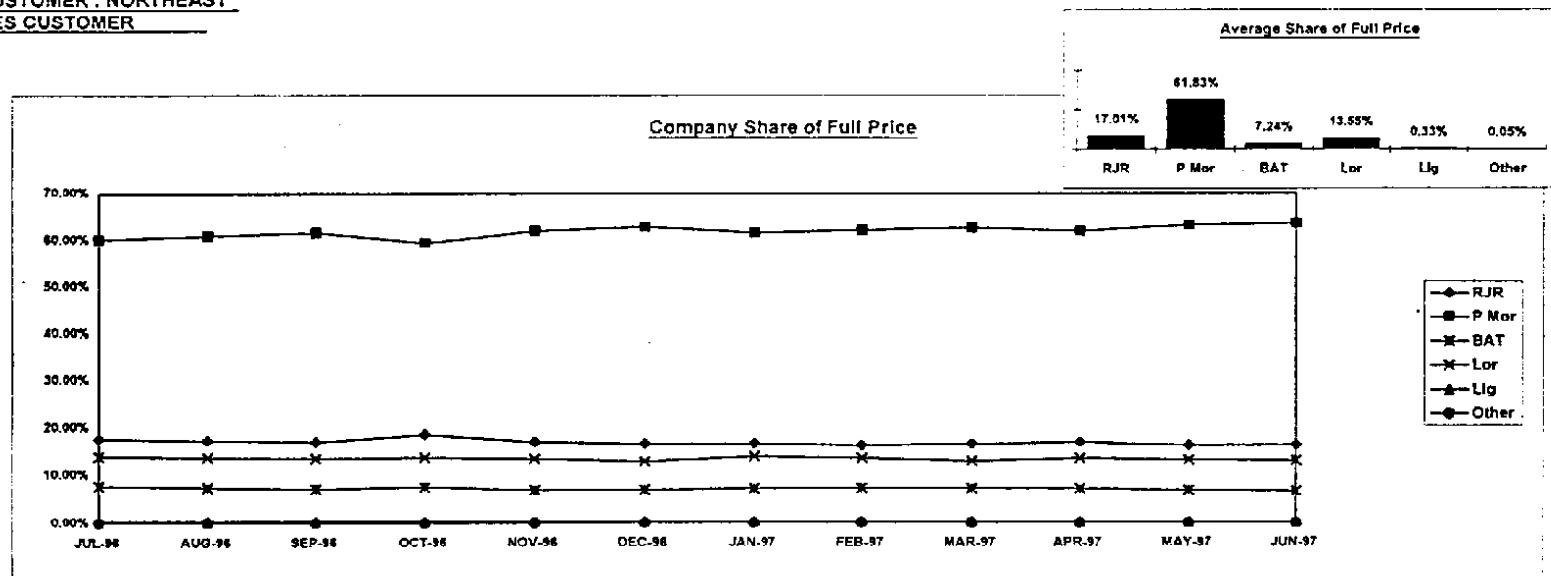
Customer Volume and Share Analysis

CUSTOMER : NORTHEAST  
RES CUSTOMER



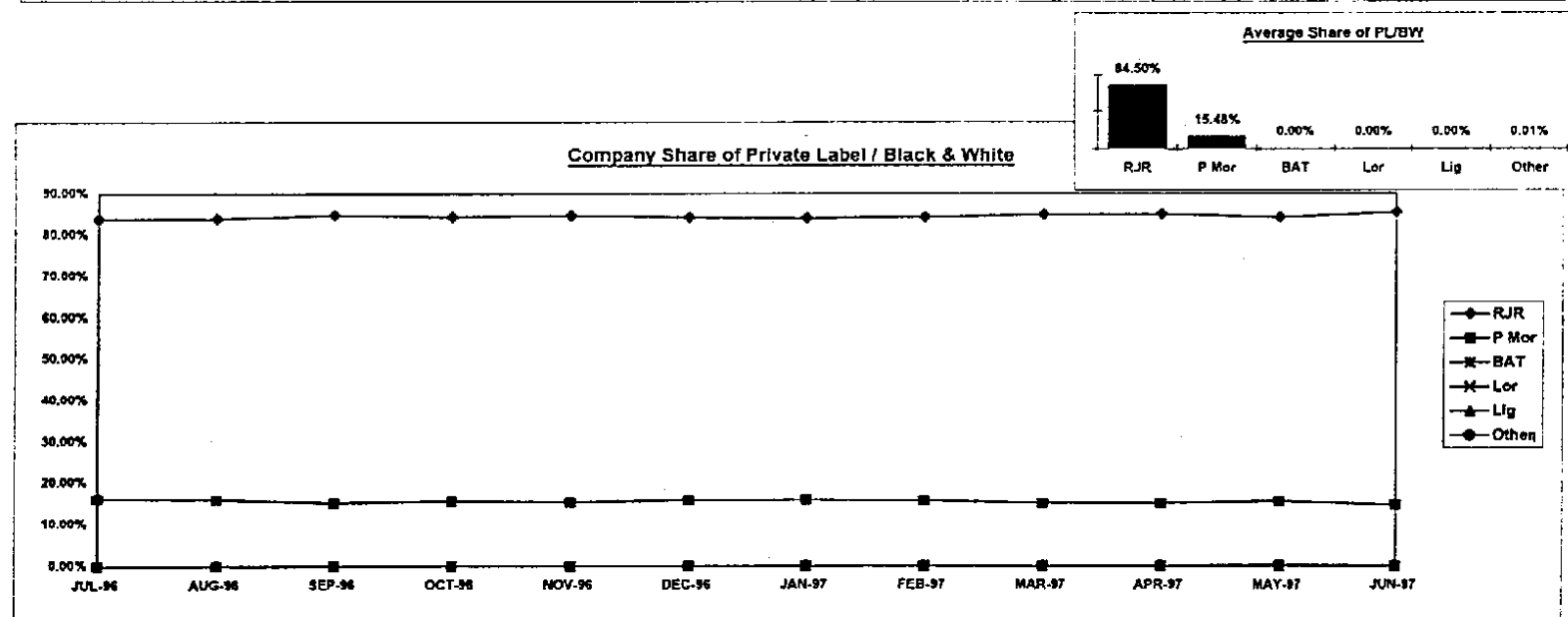
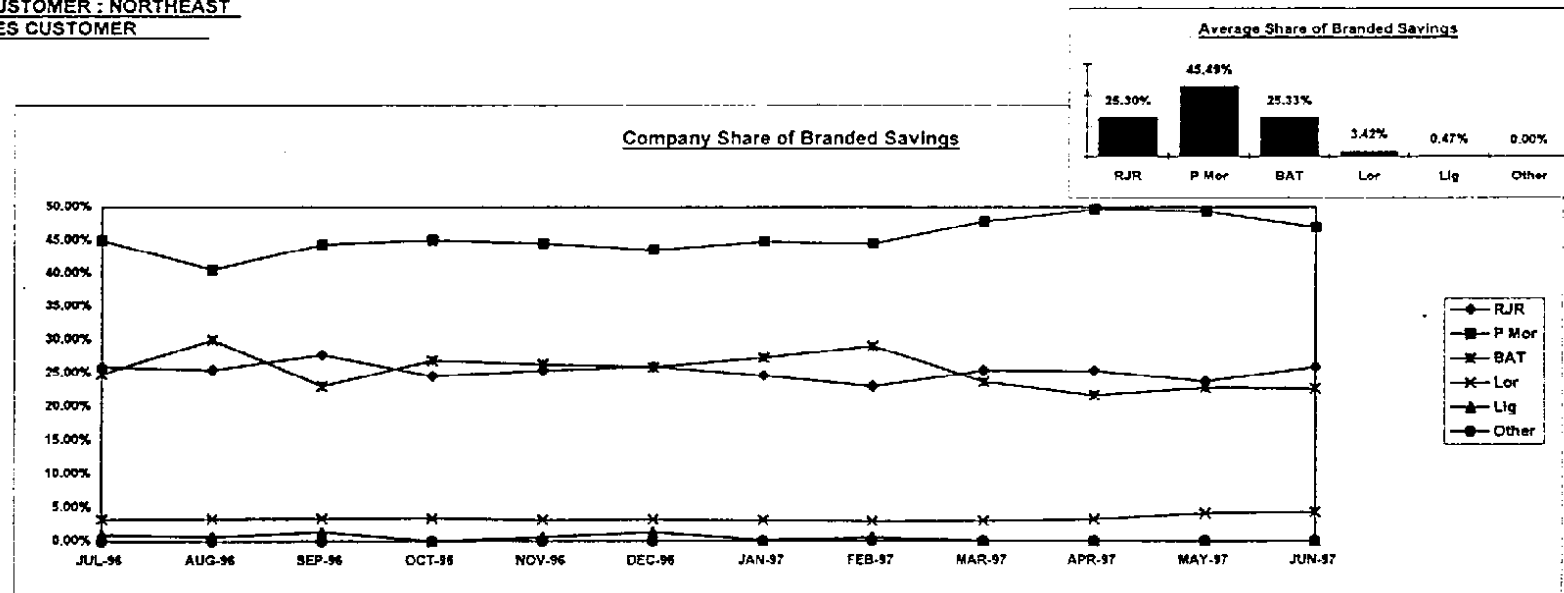
Customer Vol and Share Analysis

CUSTOMER : NORTHEAST  
RES CUSTOMER



Customer Volume and Share Analysis

CUSTOMER : NORTHEAST  
RES CUSTOMER





Customer PROMOTE Volume and Share Analysis

CUSTOMER : NORTHEAST  
RES CUSTOMER

PROMOTED Average Weekly Carton Volume

	<u>JUL-96</u>	<u>AUG-96</u>	<u>SEP-96</u>	<u>OCT-96</u>	<u>NOV-96</u>	<u>DEC-96</u>	<u>JAN-97</u>	<u>FEB-97</u>	<u>MAR-97</u>	<u>APR-97</u>	<u>MAY-97</u>	<u>JUN-97</u>	<u>Average</u>
# of Stores	2,042	2,026	2,091	2,095	2,156	2,169	2,254	2,204	2,231	2,282	2,266	2,751	2,214
# of Days	28	28	35	28	28	35	35	28	28	35	28	28	364
<b>RJR FP</b>	<b>3,634</b>	<b>3,700</b>	<b>364</b>	<b>6,862</b>	<b>3,275</b>	<b>4,298</b>	<b>3,290</b>	<b>308</b>	<b>3,092</b>	<b>4,289</b>	<b>1,918</b>	<b>1,564</b>	<b>3,050</b>
P Mor FP	489	588	26,526	2,908	3,463	2,861	5,920	3,487	1,281	3,328	5,424	2,384	5,255
BAT FP	517	352	410	1,586	18	522	186	129	1,409	649	154	355	517
Lor FP	0	0	0	95	945	898	96	113	123	-1	8	143	205
Lig FP	0	0	0	0	0	0	0	0	0	0	0	0	0
Other FP	23	17	18	28	15	10	0	0	0	0	0	0	9
<b>Total Full Price</b>	<b>4,663</b>	<b>4,657</b>	<b>27,318</b>	<b>11,479</b>	<b>7,715</b>	<b>8,588</b>	<b>9,493</b>	<b>4,036</b>	<b>5,904</b>	<b>8,265</b>	<b>7,503</b>	<b>4,445</b>	<b>9,037</b>
<b>RJR Brd Sav</b>	<b>106</b>	<b>1,032</b>	<b>1,198</b>	<b>35</b>	<b>131</b>	<b>1,087</b>	<b>257</b>	<b>1,088</b>	<b>756</b>	<b>916</b>	<b>217</b>	<b>2,127</b>	<b>755</b>
P Mor Brd Sav	454	144	2,666	868	2,126	333	340	3,394	2,588	806	3,677	1,719	1,550
BAT Brd Sav	0	138	29	65	173	14	0	314	237	8	213	1,026	171
Lor Brd Sav	0	0	0	0	0	0	0	0	0	0	0	0	0
Lig Brd Sav	0	0	0	0	0	0	0	0	0	0	0	0	0
Other Brd Sav	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>Total Brd Savings</b>	<b>560</b>	<b>1,314</b>	<b>3,893</b>	<b>967</b>	<b>2,429</b>	<b>1,434</b>	<b>597</b>	<b>4,796</b>	<b>3,680</b>	<b>1,730</b>	<b>4,107</b>	<b>4,872</b>	<b>2,476</b>
<b>RJR PL/BW</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
P Mor PL/BW	0	0	0	0	0	0	0	0	0	0	0	0	0
BAT PL/BW	0	0	0	0	0	0	0	0	0	0	0	0	0
Lor PL/BW	0	0	0	0	0	0	0	0	0	0	0	0	0
Lig PL/BW	0	0	0	0	0	0	0	0	0	0	0	0	0
Other PL/BW	0	0	0	0	0	0	0	0	0	0	42	0	3
<b>Total PL/BW</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>42</b>	<b>0</b>	<b>3</b>
<b>RJR</b>	<b>3,740</b>	<b>4,732</b>	<b>1,562</b>	<b>6,897</b>	<b>3,406</b>	<b>5,385</b>	<b>3,547</b>	<b>1,395</b>	<b>3,847</b>	<b>5,205</b>	<b>2,135</b>	<b>3,691</b>	<b>3,805</b>
P Mor	943	732	29,191	3,776	5,589	3,193	6,260	6,881	3,869	4,134	9,101	4,103	6,805
BAT	517	490	439	1,651	190	535	186	443	1,646	657	367	1,381	689
LOR	0	0	0	95	945	898	96	113	123	-1	8	143	205
LIG	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	23	17	18	28	15	10	0	0	0	0	42	0	12
<b>Total Industry</b>	<b>5,223</b>	<b>5,971</b>	<b>31,211</b>	<b>12,445</b>	<b>10,144</b>	<b>10,021</b>	<b>10,090</b>	<b>8,832</b>	<b>9,484</b>	<b>9,995</b>	<b>11,651</b>	<b>9,317</b>	<b>11,516</b>

Customer PROMOTE Volume and Share Analysis

CUSTOMER : NORTHEAST  
RES CUSTOMER

PROMOTED Average Weekly Carton Volume / Per Store

	<u>JUL-96</u>	<u>AUG-96</u>	<u>SEP-96</u>	<u>OCT-96</u>	<u>NOV-96</u>	<u>DEC-96</u>	<u>JAN-97</u>	<u>FEB-97</u>	<u>MAR-97</u>	<u>APR-97</u>	<u>MAY-97</u>	<u>JUN-97</u>	<u>Average</u>
# of Stores	2,042	2,026	2,091	2,095	2,156	2,169	2,254	2,204	2,231	2,282	2,256	2,751	2,214
# of Days	28	28	35	28	28	35	35	28	28	35	28	28	364
RJR FP	2	2	0	3	2	2	1	0	1	2	1	1	1
P Mor FP	0	0	13	1	2	1	3	2	1	1	2	1	2
BAT FP	0	0	0	1	0	0	0	0	1	0	0	0	0
Lor FP	0	0	0	0	0	0	0	0	0	0	0	0	0
Lig FP	0	0	0	0	0	0	0	0	0	0	0	0	0
Other FP	0	0	0	0	0	0	0	0	0	0	0	0	0
<u>Total Full Price</u>	<u>2</u>	<u>2</u>	<u>13</u>	<u>5</u>	<u>4</u>	<u>4</u>	<u>4</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>3</u>	<u>2</u>	<u>4</u>
RJR Brd Sav	0	1	1	0	0	1	0	0	0	0	0	1	0
P Mor Brd Sav	0	0	1	0	1	0	0	2	1	0	2	1	1
BAT Brd Sav	0	0	0	0	0	0	0	0	0	0	0	0	0
Lor Brd Sav	0	0	0	0	0	0	0	0	0	0	0	0	0
Lig Brd Sav	0	0	0	0	0	0	0	0	0	0	0	0	0
Other Brd Sav	0	0	0	0	0	0	0	0	0	0	0	0	0
<u>Total Brd Savings</u>	<u>0</u>	<u>1</u>	<u>2</u>	<u>0</u>	<u>1</u>	<u>1</u>	<u>0</u>	<u>2</u>	<u>2</u>	<u>1</u>	<u>2</u>	<u>2</u>	<u>1</u>
RJR PL/BW	0	0	0	0	0	0	0	0	0	0	0	0	0
P Mor PL/BW	0	0	0	0	0	0	0	0	0	0	0	0	0
BAT PL/BW	0	0	0	0	0	0	0	0	0	0	0	0	0
Lor PL/BW	0	0	0	0	0	0	0	0	0	0	0	0	0
Lig PL/BW	0	0	0	0	0	0	0	0	0	0	0	0	0
Other PL/BW	0	0	0	0	0	0	0	0	0	0	0	0	0
<u>Total PL/BW</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>
RJR	2	2	1	3	2	2	2	1	2	2	1	1	2
P Mor	0	0	14	2	3	1	3	3	2	2	4	1	3
BAT	0	0	0	1	0	0	0	0	1	0	0	1	0
LOR	0	0	0	0	0	0	0	0	0	0	0	0	0
LIG	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	0	0	0	0	0	0	0
<u>Total Industry</u>	<u>2</u>	<u>2</u>	<u>15</u>	<u>6</u>	<u>5</u>	<u>5</u>	<u>4</u>	<u>4</u>	<u>4</u>	<u>4</u>	<u>5</u>	<u>3</u>	<u>5</u>

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R. J. Reynolds Tobacco Company [Confidential]

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Customer PROMOTE Volume and Share Analysis

CUSTOMER : NORTHEAST  
RES CUSTOMER

PROMOTED Carton Volume

	<u>JUL-96</u>	<u>AUG-96</u>	<u>SEP-96</u>	<u>OCT-96</u>	<u>NOV-96</u>	<u>DEC-96</u>	<u>JAN-97</u>	<u>FEB-97</u>	<u>MAR-97</u>	<u>APR-97</u>	<u>MAY-97</u>	<u>JUN-97</u>	<u>Total</u>
# of Stores	2,042	2,026	2,091	2,095	2,156	2,169	2,254	2,204	2,231	2,282	2,266	2,751	2,214
# of Days	28	28	35	28	28	35	35	28	28	35	28	28	364
RJR FP	14,536	14,800	1,820	27,449	13,098	21,489	16,451	1,231	12,366	21,445	7,670	6,255	158,610
P Mor FP	1,956	2,351	132,828	11,632	13,853	14,303	29,601	13,948	5,124	16,641	21,697	9,536	273,270
BAT FP	2,069	1,406	2,052	6,344	70	2,609	932	516	5,634	3,243	614	1,420	26,909
Lor FP	0	0	0	378	3,778	4,489	480	450	492	-6	30	570	10,661
Lig FP	0	0	0	0	0	0	0	0	0	0	0	0	0
Other FP	91	69	90	111	59	49	0	0	0	0	0	0	469
<u>Total Full Price</u>	<u>18,652</u>	<u>18,626</u>	<u>136,590</u>	<u>45,914</u>	<u>30,858</u>	<u>42,939</u>	<u>47,464</u>	<u>16,145</u>	<u>23,616</u>	<u>41,323</u>	<u>30,011</u>	<u>17,781</u>	<u>469,919</u>
RJR Brd Sav	424	4,128	5,990	138	524	5,436	1,286	4,350	3,023	4,580	868	8,508	39,255
P Mor Brd Sav	1,814	576	13,329	3,471	8,502	1,664	1,698	13,577	10,350	4,029	14,706	6,876	80,592
BAT Brd Sav	0	552	144	258	690	68	0	1,255	948	42	852	4,104	8,913
Lor Brd Sav	0	0	0	0	0	0	0	0	0	0	0	0	0
Lig Brd Sav	0	0	0	0	0	0	0	0	0	0	0	0	0
Other Brd Sav	0	0	0	0	0	0	0	0	0	0	0	0	0
<u>Total Brd Savings</u>	<u>2,238</u>	<u>5,256</u>	<u>19,463</u>	<u>3,867</u>	<u>9,716</u>	<u>7,168</u>	<u>2,984</u>	<u>19,182</u>	<u>14,321</u>	<u>8,651</u>	<u>16,426</u>	<u>19,488</u>	<u>128,760</u>
RJR PL/BW	0	0	0	0	0	0	0	0	0	0	0	0	0
P Mor PL/BW	0	0	0	0	0	0	0	0	0	0	0	0	0
BAT PL/BW	0	0	0	0	0	0	0	0	0	0	0	0	0
Lor PL/BW	0	0	0	0	0	0	0	0	0	0	0	0	0
Lig PL/BW	0	0	0	0	0	0	0	0	0	0	0	0	0
Other PL/BW	0	0	0	0	0	0	0	0	0	0	168	0	168
<u>Total PL/BW</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>168</u>	<u>0</u>	<u>168</u>
RJR	14,960	18,928	7,810	27,587	13,622	26,925	17,737	5,581	15,389	26,025	8,538	14,763	197,865
P Mor	3,770	2,927	145,957	15,103	22,355	15,967	31,299	27,525	15,474	20,670	36,403	16,412	353,862
BAT	2,069	1,958	2,196	6,602	760	2,677	932	1,771	6,582	3,285	1,466	5,524	35,822
LOR	0	0	0	378	3,778	4,489	480	450	492	-6	30	570	10,661
LIG	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	91	69	90	111	59	49	0	0	0	0	168	0	637
<u>Total Industry</u>	<u>220,890</u>	<u>223,882</u>	<u>156,053</u>	<u>49,781</u>	<u>40,574</u>	<u>50,107</u>	<u>50,448</u>	<u>35,327</u>	<u>37,937</u>	<u>49,974</u>	<u>46,605</u>	<u>37,269</u>	<u>598,847</u>

6069 ES819

R. J. Reynolds Tobacco Company [Confidential]

7/18/97

Customer PROMOTE Volume and Share Analysis

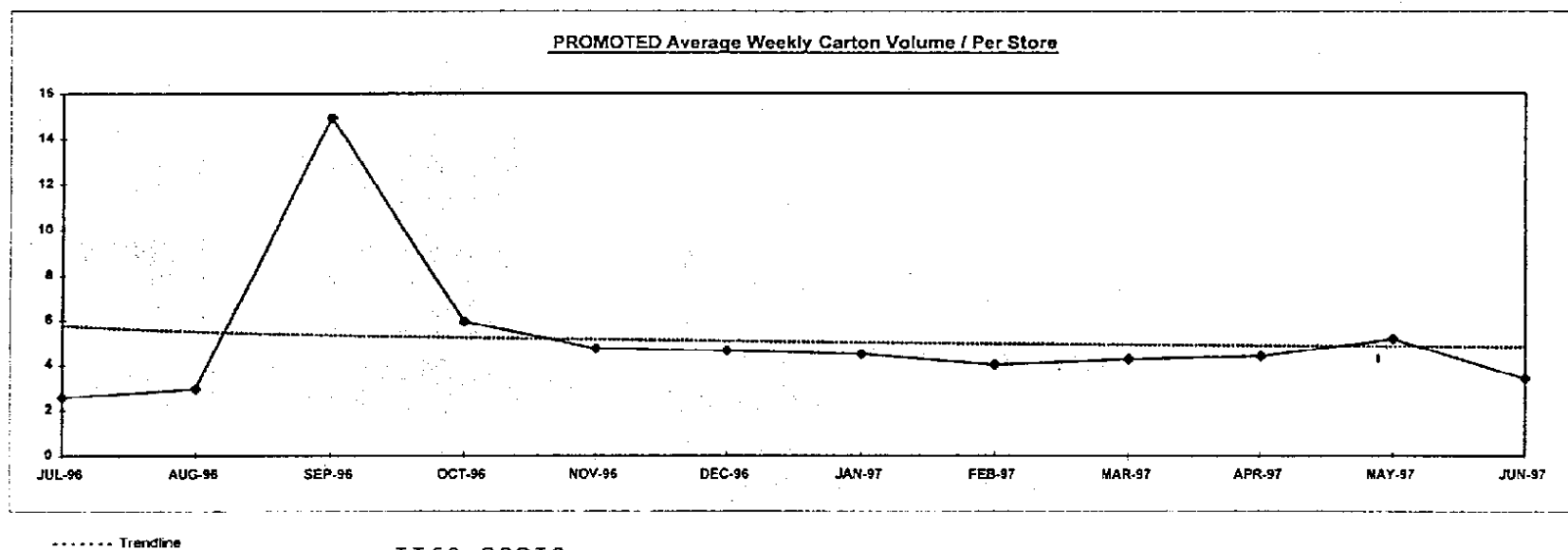
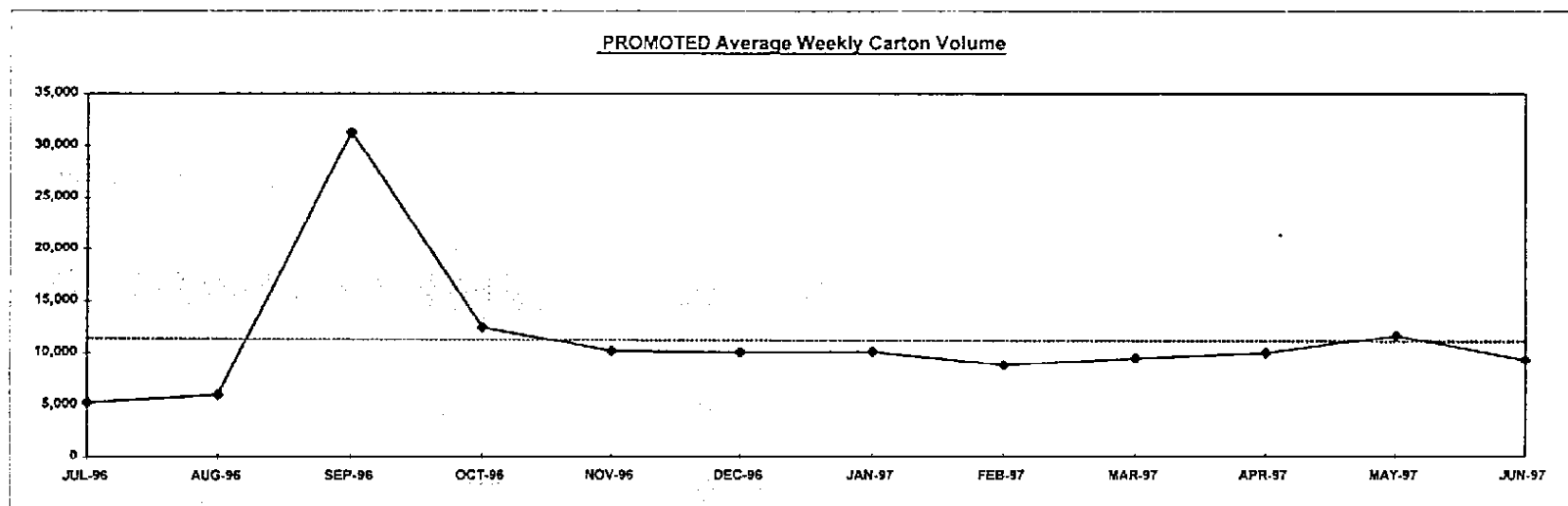
CUSTOMER : NORTHEAST  
RES CUSTOMER

Share of Market (PROMOTED Volume)

	<u>JUL-96</u>	<u>AUG-96</u>	<u>SEP-96</u>	<u>OCT-96</u>	<u>NOV-96</u>	<u>DEC-96</u>	<u>JAN-97</u>	<u>FEB-97</u>	<u>MAR-97</u>	<u>APR-97</u>	<u>MAY-97</u>	<u>JUN-97</u>	<u>Average</u>
RJR FP	69.58%	61.97%	1.17%	55.14%	32.28%	42.89%	32.61%	3.48%	32.60%	42.91%	16.46%	16.78%	26.49%
P Mor FP	9.38%	9.84%	84.99%	23.37%	34.14%	28.54%	58.68%	39.48%	13.51%	33.30%	46.56%	25.59%	45.63%
BAT FP	9.90%	5.89%	1.31%	12.74%	0.17%	5.21%	1.85%	1.46%	14.85%	6.49%	1.32%	3.81%	4.49%
Lor FP	0.00%	0.00%	0.00%	0.76%	9.31%	8.96%	0.95%	1.27%	1.30%	-0.01%	0.06%	1.53%	1.78%
Lig FP	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Other FP	0.44%	0.29%	0.06%	0.22%	0.15%	0.10%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.08%
<b>Total Full Price</b>	<b>89.29%</b>	<b>77.99%</b>	<b>87.53%</b>	<b>92.23%</b>	<b>76.05%</b>	<b>85.69%</b>	<b>94.08%</b>	<b>45.70%</b>	<b>62.25%</b>	<b>82.69%</b>	<b>64.39%</b>	<b>47.71%</b>	<b>78.47%</b>
RJR Brd Sav	2.03%	17.28%	3.84%	0.28%	1.29%	10.85%	2.55%	12.31%	7.97%	9.15%	1.86%	22.83%	6.56%
P Mor Brd Sav	8.68%	2.41%	8.54%	6.97%	20.95%	3.32%	3.37%	38.43%	27.28%	8.06%	31.55%	18.45%	13.46%
BAT Brd Sav	0.00%	2.31%	0.09%	0.52%	1.70%	0.14%	0.00%	3.55%	2.50%	0.08%	1.83%	11.01%	1.49%
Lor Brd Sav	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Lig Brd Sav	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Other Brd Sav	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Total Brd Savings</b>	<b>10.71%</b>	<b>22.01%</b>	<b>12.47%</b>	<b>7.77%</b>	<b>23.95%</b>	<b>14.31%</b>	<b>5.92%</b>	<b>54.30%</b>	<b>37.75%</b>	<b>17.31%</b>	<b>35.25%</b>	<b>52.29%</b>	<b>21.50%</b>
RJR PL/BW	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
P Mor PL/BW	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
BAT PL/BW	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Lor PL/BW	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Lig PL/BW	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Other PL/BW	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.36%	0.00%	0.03%
<b>Total PL/BW</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.36%</b>	<b>0.00%</b>	<b>0.03%</b>
RJR	71.61%	79.26%	5.00%	55.42%	33.57%	53.74%	35.16%	15.80%	40.56%	52.08%	18.32%	39.61%	33.04%
P Mor	18.05%	12.26%	93.53%	30.34%	55.10%	31.87%	62.04%	77.91%	40.79%	41.36%	78.11%	44.04%	59.09%
BAT	9.90%	8.20%	1.41%	13.26%	1.87%	5.34%	1.85%	5.01%	17.35%	6.57%	3.15%	14.82%	5.98%
LOR	0.00%	0.00%	0.00%	0.76%	9.31%	8.96%	0.95%	1.27%	1.30%	-0.01%	0.06%	1.53%	1.78%
LIG	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Other	0.44%	0.29%	0.06%	0.22%	0.15%	0.10%	0.00%	0.00%	0.00%	0.00%	0.36%	0.00%	0.11%
<b>Total Industry</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>

0169 ES81S

CUSTOMER : NORTHEAST  
RES CUSTOMER

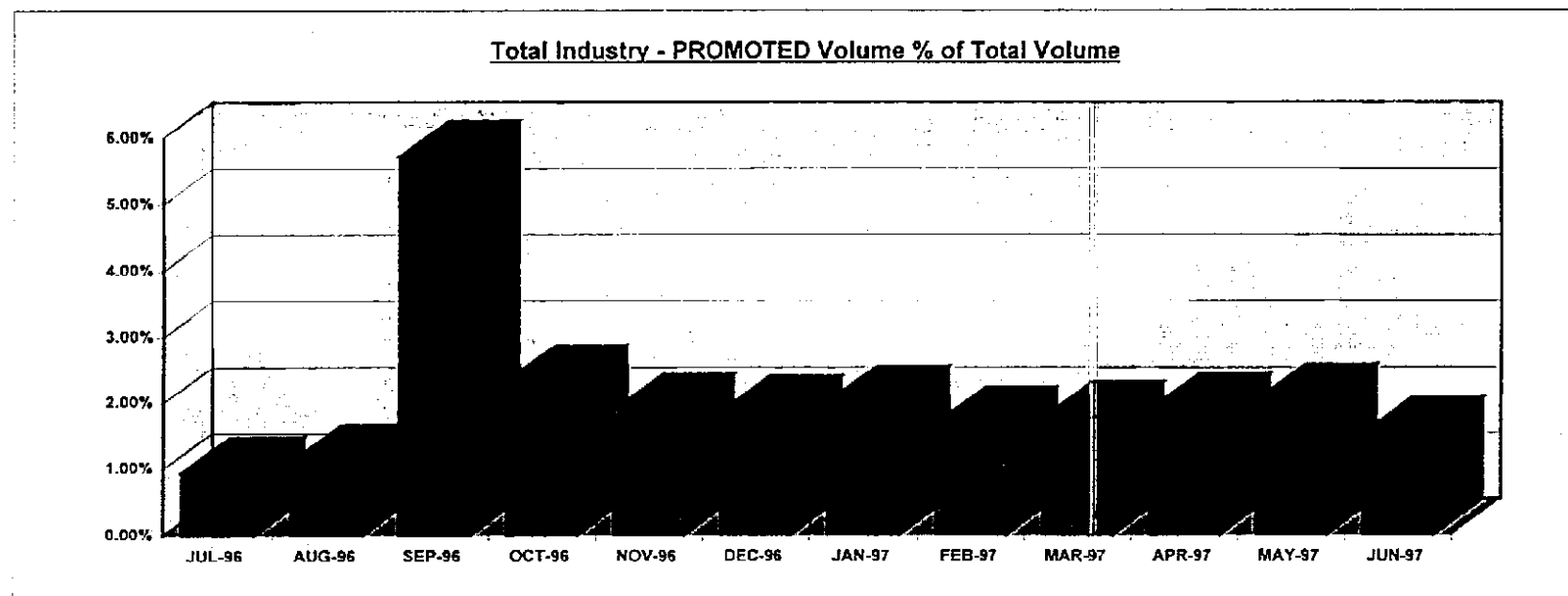


1169 5815

Customer PROMOTE Volume and Share Analysis

CUSTOMER : NORTHEAST  
RES CUSTOMER

	PROMOTED Volume % of Total Volume												
	JUL-96	AUG-96	SEP-96	OCT-96	NOV-96	DEC-96	JAN-97	FEB-97	MAR-97	APR-97	MAY-97	JUN-97	Average
Full Price	1.06%	1.11%	6.34%	2.74%	1.82%	2.00%	2.37%	0.99%	1.37%	1.94%	1.64%	0.91%	2.10%
Branded Saving	0.63%	1.46%	4.39%	1.10%	2.76%	1.66%	0.77%	5.12%	4.28%	2.22%	4.58%	5.12%	2.85%
PL/BW	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.19%	0.00%	0.01%
RJR	3.03%	4.00%	1.30%	5.69%	2.95%	4.74%	3.39%	1.31%	3.48%	4.69%	1.86%	2.98%	3.31%
P Mor	0.31%	0.25%	9.46%	1.29%	1.83%	1.03%	2.20%	2.31%	1.24%	1.35%	2.70%	1.14%	2.20%
BAT	0.92%	0.84%	0.85%	2.96%	0.36%	1.02%	0.37%	0.77%	3.21%	1.38%	0.70%	2.54%	1.30%
LOR	0.00%	0.00%	0.00%	0.15%	1.57%	1.53%	0.16%	0.19%	0.21%	0.00%	0.01%	0.21%	0.33%
Lig	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Other	9.80%	7.04%	7.40%	9.70%	5.45%	4.47%	0.00%	0.00%	0.00%	0.00%	25.69%	0.00%	6.08%
Total Industry	0.94%	1.11%	5.72%	2.34%	1.89%	1.86%	2.02%	1.69%	1.77%	1.90%	2.04%	1.53%	2.13%



2169 ES815

ANALYSIS  
INSIDE/OUTSIDE

51853 6913



# PARTNERS

Partnership In  
Maximizing Category Profit

ANALYSIS “INSIDE”

*RJ Reynolds*  
Tobacco Company

51853 6914



RJR Ar int Analysis

RJR Responsibility: PAUL LETOURNEAU

NORTHEAST

INSIDE

SIS #: 375878

# of Stores:

AIM Data																		
	1ST QTR 97			2ND QTR 97			SOM	3RD QTR 97			SOM	4TH QTR 97			SOM	TOTAL 97		
	Carton			Carton			Diff vs.	Carton			Diff vs.	Carton			Diff vs.	SOC	SOM	
	Volume	SOC	SOM	Volume	SOC	SOM	Prev.	Volume	SOC	SOM	Prev.	Volume	SOC	SOM	Prev.			
Industry																		
Full Price	2,102,576		76.03%	2,494,996		77.29%	+1.26%									76.71%	4,597,572	
Brd. Savings	643,551		23.27%	714,705		22.14%	-1.13%									22.66%	1,358,256	
PL/BW	19,310		0.70%	18,441		0.57%	-0.13%									0.63%	37,751	
Total Savings	662,861		23.97%	733,146		22.71%	-1.26%									23.29%	1,396,007	
Total	2,765,437		100.00%	3,228,142		100.00%										100.00%	5,993,579	
RJR		SOC	SOM		SOC	SOM	SOC DIF		SOC	SOM	SOC DIF		SOC	SOM	SOC DIF	SOC	SOM	
RJR Full Price	365,489	17.38%	13.22%	440,615	17.66%	13.65%	+0.28%			#DIV/0!				#DIV/0!		17.53%	13.45%	
RJR Brd.Sav	126,115	19.60%	4.56%	142,623	19.96%	4.42%	+0.36%			#DIV/0!				#DIV/0!		19.79%	4.48%	
RJR PL/BW	-117	-0.61%	0.00%	-256	-1.39%	-0.01%	-0.78%			#DIV/0!				#DIV/0!		-0.99%	-0.01%	
RJR Tot Savings	125,998	19.01%	4.56%	142,367	19.42%	4.41%	+0.41%			#DIV/0!				#DIV/0!		19.22%	4.48%	
		SOC	SOM		SOC	SOM	SOM DIF		SOC	SOM	SOM DIF		SOC	SOM	SOM DIF	SOC	SOM	
Total RJR	491,487		17.77%	582,982		18.06%	+0.29%									17.93%	1,074,469	
Camel Ex Reg	105,751	5.03%	3.82%	135,301	5.42%	4.19%	+0.37%									5.24%	4.02%	
Winston	120,618	5.74%	4.36%	143,330	5.74%	4.44%	+0.08%									5.74%	4.40%	
Doral	80,817	12.19%	2.92%	91,628	12.50%	2.84%	-0.08%									12.35%	2.88%	
Salem	83,435	3.97%	3.02%	98,564	3.95%	3.05%	+0.04%									3.96%	3.04%	
LIGGETT	9,167		0.33%	5,023		0.16%	-0.18%									0.24%	14,190	
PHILIP MORRIS	1,659,608		60.01%	1,988,550		61.60%	+1.59%									60.87%	3,648,158	
BAT	371,478		13.43%	373,610		11.57%	-1.86%									12.43%	745,088	
LOR	231,921		8.39%	277,787		8.61%	+0.22%									8.50%	509,708	
PREMIUM BUY	17,651	2.66%	0.64%	18,537	2.53%	0.57%	-0.06%									2.59%	0.60%	
MARLBORO	1,108,547	52.72%	40.09%	1,323,819	53.06%	41.01%	+0.92%									52.91%	40.58%	
BASIC	280,270	42.28%	10.13%	347,077	47.34%	10.75%	+0.62%									44.94%	10.47%	
GPC	118,186	17.83%	4.27%	103,231	14.08%	3.20%	-1.08%									15.86%	3.69%	
NEWPORT	188,214	8.95%	6.81%	227,177	9.11%	7.04%	+0.23%									9.04%	6.93%	

5169 35815

# RJR At Analysis

RJR Responsibility: PAUL LETOURNEAU

NORTHEAST

INSIDE

SIS #: 375878

# of Stores:

AIM Data															
	1ST QTR 96			2ND QTR 96			SOM Diff vs. Prev.	3RD QTR 96			SOM Diff vs. Prev.	4TH QTR 96			TOTAL 96
	Carton Volume	SOC	SOM	Carton Volume	SOC	SOM		Carton Volume	SOC	SOM		Carton Volume	SOC	SOM	
<b>Industry</b>															
Full Price	1,858,749		75.97%	2,233,831		75.77%	-0.20%	2,412,370		74.98%	-0.79%	2,393,373		75.36%	+0.37%
Brd. Savings	556,158		22.73%	634,357		23.21%	+0.48%	781,145		24.28%	+1.07%	759,918		23.93%	-0.35%
PL/BW	31,742		1.30%	30,070		1.02%	-0.28%	23,674		0.74%	-0.28%	22,703		0.71%	-0.02%
Total Savings	587,900		24.03%	714,427		24.23%	+0.20%	804,519		25.02%	+0.78%	782,621		24.64%	-0.37%
Total	2,446,649		100.00%	2,948,258		100.00%		3,217,189		100.00%		3,175,994		100.00%	
<b>RJR</b>		SOC	SOM		SOC	SOM	SOC DIF		SOC	SOM	SOC DIF		SOC	SOM	SOC DIF
RJR Full Price	360,519	19.40%	14.74%	435,425	19.49%	14.77%	+0.10%	461,388	19.13%	14.34%	-0.37%	427,751	17.87%	13.47%	-1.25%
RJR Brd. Sav	115,106	20.70%	4.70%	144,533	21.12%	4.90%	+0.42%	167,261	21.41%	5.20%	+0.30%	156,559	20.60%	4.93%	-0.81%
RJR PL/BW	600	1.89%	0.02%	61	0.20%	0.00%	-1.69%	248	1.05%	0.01%	+0.84%	31	0.14%	0.00%	-0.91%
RJR Tot Savings	115,706	19.68%	4.73%	144,594	20.24%	4.90%	+0.56%	167,529	20.82%	5.21%	+0.58%	156,590	20.01%	4.93%	-0.81%
<b>Total RJR</b>		SOC	SOM		SOC	SOM	SOM DIF		SOC	SOM	SOM DIF		SOC	SOM	SOM DIF
Total RJR	476,225		19.46%	580,018		19.67%	+0.21%	628,917		19.55%	-0.12%	584,341		19.40%	-1.15%
<b>Camel Ex Reg</b>															
Camel Ex Reg	75,177	4.04%	3.07%	102,817	4.60%	3.49%	+0.41%	112,412	4.65%	3.49%	+0.01%	112,412	4.70%	3.54%	+0.05%
Winston	138,057	7.43%	5.64%	166,041	7.46%	5.65%	+0.01%	155,633	6.45%	4.84%	-0.81%	155,633	6.50%	4.90%	+0.06%
Doral	63,691	10.83%	2.60%	84,873	11.88%	2.66%	+0.28%	102,623	12.75%	3.19%	+0.31%	102,623	13.11%	3.23%	+0.04%
Salem	87,204	4.69%	3.56%	97,905	4.38%	3.32%	-0.24%	93,454	3.87%	2.90%	-0.42%	93,454	3.90%	2.94%	+0.04%
LIGGETT	15,941		0.65%	14,978		0.51%	-0.14%	22,650		0.70%	+0.20%	18,201		0.57%	-0.13%
PHILIP MORRIS	1,370,770		56.03%	1,675,393		56.83%	+0.80%	1,856,526		57.71%	+0.88%	1,887,144		59.42%	+1.71%
BAT	359,518		14.69%	416,406		14.12%	-0.57%	431,387		13.41%	-0.71%	420,491		13.24%	-0.17%
LOR	224,195		9.16%	261,584		8.87%	-0.29%	277,709		8.63%	-0.24%	263,753		8.30%	-0.33%
PREMIUM BUY	31,142	5.30%	1.27%	30,131	4.22%	1.02%	-0.25%	23,426	2.91%	0.73%	-0.29%	20,608	2.63%	0.65%	-0.08%
MARLBORO	888,645	47.81%	36.32%	1,087,686	48.69%	36.89%	+0.57%	1,196,691	49.61%	37.20%	+0.30%	1,246,033	52.06%	39.23%	+2.04%
BASIC	211,295	35.94%	8.64%	268,308	37.56%	9.10%	+0.46%	323,886	40.24%	10.07%	+0.97%	318,125	40.65%	10.02%	-0.05%
GPC	97,435	16.57%	3.98%	123,203	17.25%	4.18%	+0.20%	121,133	15.05%	3.77%	-0.41%	129,767	16.58%	4.09%	+0.32%
NEWPORT	169,439	9.12%	6.93%	200,934	9.00%	6.82%	-0.11%	216,635	8.88%	6.73%	-0.08%	208,575	8.71%	6.57%	-0.17%

9169 ES81S

# RJR Actual Analysis

RJR Responsibility: PAUL LETOURNEAU

NORTH EAST  
INSIDE  
SIS #: 375878  
# of Stores:

AIM Data																		
Industry	1ST QTR 95			2ND QTR 95			SOM Diff vs. Prev.	3RD QTR 95			SOM Diff vs. Prev.	4TH QTR 95			SOM Diff vs. Prev.	TOTAL 95		
	Carton Volume	SOC	SOM	Carton Volume	SOC	SOM		Carton Volume	SOC	SOM		Carton Volume	SOC	SOM		SOC	SOM	Carton Volume
Full Price	2,272,103		71.06%	2,555,608		71.52%	+0.46%	2,379,843		71.89%	+0.37%	1,963,087		76.82%	+4.93%		72.58%	9,190,641
Brd. Savings	895,802		28.02%	970,088		27.15%	-0.87%	858,352		25.93%	-1.22%	563,190		21.82%	-4.11%		25.96%	3,287,431
PL/BW	29,326		0.92%	47,489		1.33%	+0.41%	72,021		2.18%	+0.85%	35,178		1.36%	-0.81%		1.45%	184,014
Total Savings	925,128		28.94%	1,017,577		28.48%	-0.46%	930,373		28.11%	-0.37%	598,368		23.18%	-4.93%		27.42%	3,471,455
Total	3,197,231		100.00%	3,573,185		100.00%		3,310,216		100.00%		2,581,455		100.00%		100.00%	12,662,051	
RJR																		
		SOC	SOM		SOC	SOM	SOC DIF		SOC	SOM	SOC DIF		SOC	SOM	SOC DIF	SOC	SOM	
RJR Full Price	453,951	19.98%	14.20%	542,193	21.22%	15.17%	+1.24%	518,597	21.79%	15.67%	+0.58%	382,699	19.30%	14.82%	-2.49%	20.65%	14.99%	1,897,441
RJR Brd. Sav	206,428	23.04%	6.46%	214,797	22.14%	6.01%	-0.90%	192,604	22.44%	5.82%	+0.30%	131,889	23.42%	5.11%	+0.98%	22.68%	5.89%	745,713
RJR PL/BW	8,340	28.44%	0.26%	5,553	11.69%	0.16%	-16.75%	4,020	5.58%	0.12%	-6.11%	1,295	3.68%	0.05%	-1.90%	10.44%	0.15%	19,203
RJR Tot Savings	214,768	23.21%	6.72%	220,350	21.65%	6.17%	-1.56%	196,624	21.13%	5.94%	-0.52%	133,184	22.26%	5.16%	+1.12%	22.03%	6.04%	764,923
Total RJR																		
		SOM			SOC	SOM	SOM DIF		SOC	SOM	SOM DIF		SOC	SOM	SOM DIF	SOC	SOM	
Total RJR	658,719		20.92%	762,643		21.34%	+0.43%	716,221		21.61%	+0.27%	515,883		19.98%	-1.62%		21.03%	3,662,355
Camel Ex Reg																		
	91,918	4.05%	2.87%	117,512	4.60%	3.29%	+0.41%	110,324	4.64%	3.33%	-0.04%	78,928	3.98%	3.06%	-0.28%	4.34%	3.15%	398,680
Winston	174,258	7.67%	5.45%	219,028	8.57%	6.13%	+0.68%	205,831	8.65%	6.22%	+0.09%	149,204	7.52%	5.78%	-0.44%	8.14%	5.91%	748,315
Doral	83,068	8.98%	2.60%	94,976	9.33%	2.66%	+0.06%	91,770	9.86%	2.77%	+0.11%	71,801	12.00%	2.78%	-0.01%	9.84%	2.70%	341,616
Salem	104,094	4.58%	3.26%	117,246	4.59%	3.28%	+0.03%	122,344	5.14%	3.70%	+0.41%	88,232	4.45%	3.42%	-0.28%	4.70%	3.41%	431,916
LIGGETT	15,929		0.50%	21,252		0.59%	+0.10%	31,690		0.96%	+0.36%	15,846		0.61%	-0.34%		0.67%	84,717
PHILIP MORRIS	1,685,357		52.71%	1,888,138		52.84%	+0.13%	1,784,073		53.90%	+1.05%	1,469,037		56.91%	+3.01%		53.91%	6,826,605
BAT	536,003		16.76%	582,513		16.30%	-0.46%	495,915		14.98%	-1.32%	344,366		13.34%	-1.64%		15.47%	1,958,797
LOR	291,223		9.11%	318,739		8.92%	-0.19%	283,317		8.56%	-0.36%	236,323		9.15%	+0.60%		8.92%	1,129,602
PREMIUM BUY	20,686	2.24%	0.65%	41,606	4.09%	1.16%	+0.52%	68,001	7.31%	2.05%	+0.89%	33,883	5.66%	1.31%	-0.74%	4.73%	1.30%	164,176
MARLBORO	1,017,955	44.80%	31.84%	1,127,845	44.13%	31.56%	-0.27%	1,075,018	45.17%	32.48%	+0.91%	942,952	47.55%	36.53%	+4.05%	45.30%	32.88%	4,163,770
BASIC	361,735	39.10%	11.31%	386,382	37.97%	10.81%	-0.50%	345,131	37.10%	10.43%	-0.39%	229,655	38.38%	8.90%	-1.53%	38.11%	10.45%	1,322,903
GPC	147,429	15.94%	4.61%	176,533	17.35%	4.94%	+0.33%	128,812	13.85%	3.89%	-1.05%	84,034	14.04%	3.26%	-0.54%	15.46%	4.24%	536,803
NEWPORT	216,878	9.55%	6.78%	237,751	9.30%	6.65%	-0.13%	213,350	8.96%	6.45%	-0.21%	180,269	9.09%	6.98%	+0.54%	9.23%	6.70%	848,243

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# PARTNERS

Partnership In  
Maximizing Category Profit

ANALYSIS “OUTSIDE”

*RJ Reynolds*  
Tobacco Company

51853 6918

# RJR A nt Analysis

RJR Responsibility: PAUL LETOURNEAU

NORTHEAST

OUTSIDE

SIS #: 375878

# of Stores:

AIM Data													TOTAL 97		
Industry	1ST QTR 97			2ND QTR 97			SOM Diff vs. Prev.	3RD QTR 97			SOM Diff vs. Prev.	4TH QTR 97			SOM Diff vs. Prev.
	Carton Volume	SOC	SOM	Carton Volume	SOC	SOM		Carton Volume	SOC	SOM		Carton Volume	SOC	SOM	
Full Price	2,832,212		82.93%	3,427,362		83.41%	+0.47%							83.19%	6,259,574
Brd. Savings	342,050		10.02%	414,091		10.08%	+0.06%							10.05%	758,141
PL/BW	240,794		7.05%	287,783		6.52%	-0.53%							6.76%	508,577
Total Savings	582,844		17.07%	681,874		16.59%	-0.47%							16.81%	1,264,718
Total	3,415,056		100.00%	4,109,236		100.00%								100.00%	7,524,292
RJR		SOC	SOM		SOC	SOM	SOC DIF		SOC	SOM	SOC DIF		SOC	SOM	SOC DIF
RJR Full Price	454,718	16.06%	13.32%	543,370	15.85%	13.22%	-0.20%			#DIV/0!				#DIV/0!	
RJR Brd. Sav	118,425	34.04%	3.41%	139,806	33.76%	3.40%	-0.28%			#DIV/0!				#DIV/0!	
RJR PL/BW	217,823	90.46%	6.38%	243,224	90.83%	5.92%	+0.37%			#DIV/0!				#DIV/0!	
RJR Tot Savings	334,249	57.35%	9.79%	383,030	56.17%	9.32%	-1.17%			#DIV/0!				#DIV/0!	
Total RJR	788,967		23.10%	926,400		22.64%	-0.56%								
Camel Ex Reg	159,191	5.62%	4.66%	195,190	5.70%	4.75%	+0.09%							5.66%	4.71%
Winston	140,441	4.98%	4.11%	162,953	4.75%	3.97%	-0.15%							4.85%	4.03%
Doral	58,286	10.00%	1.71%	78,278	11.48%	1.90%	+0.20%							10.80%	1.81%
Salem	104,463	3.69%	3.06%	125,411	3.66%	3.05%	-0.01%							3.67%	3.06%
LIGGETT	8,364		0.24%	9,318		0.23%	-0.02%							0.23%	17,682
PHILIP MORRIS	1,891,439		55.39%	2,323,200		55.54%	+1.15%							56.01%	4,214,639
BAT	254,659		7.46%	290,796		7.08%	-0.38%							7.25%	545,455
LOR	468,920		13.73%	558,033		13.58%	-0.15%							13.65%	1,026,953
PREMIUM BUY	9,221	1.58%	0.27%	11,209	1.64%	0.27%	+0.00%							1.62%	0.27%
MARLBORO	1,425,727	50.34%	41.75%	1,751,283	51.10%	42.62%	+0.87%							50.75%	42.22%
BASIC	123,474	21.18%	3.62%	155,038	22.74%	3.77%	+0.16%							22.02%	3.70%
GPC	35,149	8.03%	1.03%	37,532	5.50%	0.91%	-0.12%							5.75%	0.97%
NEWPORT	400,572	14.14%	11.73%	477,591	13.93%	11.62%	-0.11%							14.03%	11.67%

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RJR Acc Analysis

RJR Responsibility: PAUL LETOURNEAU

NORTHEAST

OUTSIDE

SIS #: 375878

# of Stores:

AIM Data	1ST QTR 96			2ND QTR 96			SOM	3RD QTR 96			SOM	4TH QTR 96			SOM	TOTAL 96		
	Carton			Carton			Diff vs.	Carton			Diff vs.	Carton			Diff vs.	SOC	SOM	Carton
Industry	Volume	SOC	SOM	Volume	SOC	SOM	Prev.	Volume	SOC	SOM	Prev.	Volume	SOC	SOM	Prev.			Volume
Full Price	2,430,008		80.10%	2,970,964		80.73%	+0.64%	3,173,644		81.95%	+1.22%	3,120,256		82.29%	+0.34%		81.34%	11,694,872
Brd. Savings	276,525		9.11%	344,177		9.35%	+0.24%	374,786		9.88%	+0.53%	378,211		9.97%	+0.09%		9.55%	1,373,689
PL/BW	327,319		10.79%	364,900		9.92%	-0.87%	324,258		8.37%	-1.54%	293,418		7.74%	-0.63%		9.11%	1,309,895
Total Savings	603,844		19.90%	702,077		19.27%	-0.64%	699,044		18.05%	-1.22%	671,529		17.71%	-0.34%		18.66%	2,583,594
Total	3,033,852		100.00%	3,680,041		100.00%		3,872,688		100.00%		3,791,885		100.00%			100.00%	14,378,456
RJR		SOC	SOM		SOC	SOM	SOC DIF		SOC	SOM	SOC DIF		SOC	SOM	SOC DIF	SOC	SOM	
RJR Full Price	390,925	16.09%	12.89%	480,893	16.19%	13.07%	+0.10%	509,989	16.07%	13.17%	-0.12%	534,213	17.12%	14.09%	+1.05%	16.38%	13.33%	1,816,020
RJR Brd. Sav	111,362	40.27%	3.67%	123,810	35.97%	3.36%	-4.30%	138,725	37.01%	3.58%	+1.04%	131,942	34.89%	3.48%	-2.13%	36.62%	3.52%	505,839
RJR PL/BW	294,965	90.12%	9.72%	330,261	90.51%	8.97%	+0.39%	293,064	90.38%	7.57%	-0.13%	264,840	90.26%	6.98%	-0.12%	90.32%	8.23%	1,183,130
RJR Tot Savings	406,327	67.29%	13.39%	454,071	64.04%	12.34%	-3.25%	431,789	61.77%	11.15%	-2.27%	396,782	59.08%	10.46%	-2.69%	62.94%	11.75%	1,688,969
Total RJR	997,252		26.28%	934,954		25.41%	-0.87%	941,718		24.32%	-1.09%	930,995		24.65%	+0.33%		25.07%	3,604,889
Camel Ex Reg	112,051	4.61%	3.63%	144,843	4.88%	3.94%	+0.24%	161,090	5.08%	4.15%	+0.22%	179,490	5.75%	4.73%	+0.57%	5.11%	4.15%	597,474
Winston	130,167	5.60%	4.49%	162,467	5.47%	4.41%	-0.07%	169,150	5.33%	4.37%	-0.05%	176,460	5.66%	4.65%	+0.29%	5.51%	4.48%	644,244
Doral	49,220	8.15%	1.62%	66,615	7.98%	1.54%	-0.06%	67,499	9.66%	1.74%	+0.20%	68,559	10.21%	1.81%	+0.07%	9.01%	1.88%	241,893
Salem	93,627	3.85%	3.09%	115,613	3.89%	3.14%	+0.05%	120,575	3.80%	3.11%	-0.03%	119,272	3.82%	3.15%	+0.03%	3.84%	3.12%	449,087
LIGGETT	8,188		0.27%	9,608		0.26%	-0.01%	9,560		0.25%	-0.01%	9,502		0.25%	+0.00%		0.26%	36,858
PHILIP MORRIS	1,592,845		52.50%	1,947,452		52.92%	+0.42%	2,103,798		54.32%	+1.40%	2,058,237		54.28%	-0.04%		53.57%	7,702,332
BAT	220,990		7.28%	276,386		7.51%	+0.23%	284,285		7.34%	-0.17%	276,715		7.30%	-0.04%		7.36%	1,058,376
LOR	412,378		13.59%	509,042		13.83%	+0.24%	531,989		13.74%	-0.10%	514,620		13.57%	-0.17%		13.69%	1,968,029
PREMIUM BUY	11,160	1.85%	0.37%	11,784	1.66%	0.32%	-0.05%	11,024	1.58%	0.28%	-0.04%	11,563	1.72%	0.30%	+0.02%	1.70%	0.32%	45,511
MARLBORO	1,212,238	49.89%	39.96%	1,471,445	49.53%	39.98%	+0.03%	1,591,447	50.15%	41.09%	+1.11%	1,549,358	49.65%	40.86%	-0.23%	49.80%	40.51%	5,824,488
BASIC	78,696	13.03%	2.59%	107,830	15.21%	2.93%	+0.34%	121,422	17.37%	3.14%	+0.21%	129,802	19.33%	3.42%	+0.29%	16.31%	3.04%	437,750
GPC	31,583	5.23%	1.04%	39,312	5.54%	1.07%	+0.03%	42,351	6.06%	1.09%	+0.03%	40,666	6.05%	1.07%	-0.02%	5.74%	1.07%	153,912
NEWPORT	347,768	14.31%	11.46%	428,697	14.43%	11.65%	+0.19%	451,868	14.24%	11.67%	+0.02%	435,564	13.96%	11.49%	-0.18%	14.23%	11.57%	1,663,895

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RJR Act Analysis

RJR Responsibility: PAUL LETOURNEAU

NORTHEAST  
OUTSIDE


SIS #: 375878

# of Stores:

AIM Data															TOTAL 95		
Industry	1ST QTR 95			2ND QTR 95			SOM Diff vs. Prev.	3RD QTR 95			SOM Diff vs. Prev.	4TH QTR 95			SOM Diff vs. Prev.	SOM	Carton Volume
	Carton Volume	SOC	SOM	Carton Volume	SOC	SOM		Carton Volume	SOC	SOM		Carton Volume	SOC	SOM			
Full Price	2,303,322		77.32%	2,654,658		78.15%	+0.83%	2,731,800		77.94%	-0.21%	2,539,712		79.30%	+1.36%		10,229,492
Brd. Savings	388,659		13.05%	399,730		11.77%	-1.28%	356,198		10.10%	-1.61%	292,806		9.14%	-1.03%		1,437,193
PL/BW	287,013		9.83%	342,460		10.08%	+0.45%	416,991		11.90%	+1.82%	370,180		11.58%	-0.34%		1,416,644
Total Savings	675,672		22.68%	742,190		21.85%	-0.83%	773,189		22.05%	+0.21%	662,786		20.79%	-1.36%		2,853,837
Total	2,978,994		100.00%	3,396,848		100.00%		3,504,989		100.00%		3,202,498		100.00%			13,083,329
RJR		SOC	SOM		SOC	SOM	SOC DIF		SOC	SOM	SOC DIF		SOC	SOM	SOC DIF	SOC	SOM
RJR Full Price	405,071	17.59%	13.60%	482,059	18.16%	14.19%	+0.57%	476,583	17.45%	13.60%	-0.71%	459,151	18.08%	14.34%	+0.63%	17.82%	13.93%
RJR Brd.Sav	172,642	44.42%	5.80%	170,497	42.65%	5.02%	-1.77%	132,806	37.28%	3.79%	-5.37%	117,290	40.08%	3.66%	+2.80%	41.28%	4.53%
RJR PL/BW	254,775	88.77%	8.55%	303,764	88.70%	8.94%	-0.07%	374,113	89.72%	10.67%	+1.02%	333,991	90.22%	10.43%	+0.51%	89.41%	9.68%
RJR Tot Savings	427,417	63.26%	14.35%	474,261	63.90%	13.96%	+0.64%	506,919	65.56%	14.46%	+1.66%	451,281	68.09%	14.09%	+2.53%	65.17%	14.22%
Total RJR	832,488		27.95%	956,320		28.15%	+0.21%	983,602		28.05%	-0.09%	910,432		28.43%	+0.37%		3,682,742
Camel Ex Reg	105,768	4.59%	3.55%	120,105	4.90%	3.83%	+0.23%	135,100	4.95%	3.85%	+0.02%	131,399	5.17%	4.10%	+0.25%	4.91%	3.84%
Winston	147,580	5.41%	4.95%	184,419	6.95%	5.43%	+0.43%	170,947	6.25%	4.88%	-0.55%	173,026	6.81%	5.40%	+0.53%	6.81%	5.17%
Doral	39,357	5.68%	1.29%	50,754	6.84%	1.49%	+0.21%	48,663	6.29%	1.39%	-0.11%	39,612	5.93%	1.24%	-0.15%	6.22%	1.36%
Salem	99,786	4.29%	3.32%	110,371	4.16%	3.25%	-0.07%	112,137	4.10%	3.20%	-0.05%	100,891	3.97%	3.15%	-0.05%	4.13%	3.23%
LIGGETT	9,234		0.31%	9,538		0.28%	-0.03%	9,759		0.28%	-0.00%	8,763		0.27%	-0.00%		0.29%
PHILIP MORRIS	1,524,874		51.19%	1,742,120		51.29%	+0.10%	1,786,926		50.98%	-0.30%	1,627,019		50.80%	-0.18%	51.06%	6,680,939
BAT	234,597		7.88%	254,454		7.49%	-0.38%	258,004		7.36%	-0.13%	230,804		7.21%	-0.15%	7.47%	977,859
LOR	377,471		12.67%	433,982		12.78%	+0.10%	465,942		13.29%	+0.52%	423,465		13.22%	-0.07%	13.00%	1,700,860
PREMIUM BUY	4,995	0.74%	0.17%	14,492	1.95%	0.43%	+0.26%	18,120	2.34%	0.52%	+0.09%	12,759	1.93%	0.40%	-0.12%	1.76%	0.36%
MARLBORO	1,116,496	48.47%	37.48%	1,277,864	48.14%	37.62%	+0.14%	1,328,805	48.64%	37.91%	+0.29%	1,224,547	48.22%	38.24%	+0.33%	48.37%	37.82%
BASIC	118,856	17.59%	3.99%	129,333	17.43%	3.81%	-0.18%	120,914	15.64%	3.45%	-0.36%	88,737	13.39%	2.77%	-0.68%	16.04%	3.50%
GPC	31,793	4.71%	1.07%	34,620	4.86%	1.02%	-0.05%	34,629	4.48%	0.99%	-0.03%	29,877	4.51%	0.93%	-0.06%	4.59%	1.00%
NEWPORT	316,291	13.73%	10.62%	363,879	13.71%	10.71%	+0.09%	394,071	14.43%	11.24%	+0.53%	355,680	14.00%	11.11%	-0.14%	13.98%	10.93%

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BUSINESS PLANS



51853 6922



51853 6923

***MCLANE NORTHEAST***  
***1997 WHOLESale PARTNERS***  
***ACTION PLANS***  
***JULY - DECEMBER***

# ***DEVELOPMENT/ACTION PLANS***

**CONTINUED ASSISTANCE IN FIVE IDENTIFIED  
ACCOUNTS TO GAIN RJR PRESENCE AND/OR PRIVATE  
LABEL.**

- 1. STORE 24 - PM EXCLUSIVE**
- 2. PUMP N PANTRY - PM EXCLUSIVE ALSO  
INTERESTED IN P/L COURIER.  
(IN NEGOTIATIONS, HAVE TAKEN A  
COMMONWEALTH PRIVATE LABEL)**
- 3. VERONA OIL - PM EXCLUSIVE  
(NEGOTIATIONS FOR A 10 STORE CO-EXISTENCE  
TEST BEING DISCUSSED)**
- 4. HENNY PENNY - PM EXCLUSIVE**
- 5. QUICK CHEK - UNDERDEVELOPED ON DORAL  
(DORAL IS UP .62 12/96 VS. TO DATE 6/97,  
CURRENTLY TESTING PMX IN 10 STORES EFF. 6/97 )**

51853 6924

# ***DEVELOPMENT/ACTION PLANS***

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## **PROMOTION DISTRIBUTION**

TIMELY DISTRIBUTION OF ALL PROMOTIONAL  
DISPLAYS.

ONGOING ANALYSIS/UPDATE ON ACCOUNTS THAT  
REFUSE AUTHORIZED PROMOTIONS. (NOTE: ALL  
ACCOUNTS WHICH ARE LISTED ON THE DISTRIBUTION  
LIST HAVE AGREED TO ACCEPT ALL PROMOTIONS)

## **DISTRIBUTION**

CURRENTLY ANALYZING ALL CHAIN ORDER BOOKS TO  
GAIN DISTRIBUTION/AUTHORIZATION ON ALL  
UNAUTHORIZED RJR BRANDS.

51853 6925

# McLane/Northeast Customer List

Meridian Voice Mail  
To Leave Message:  
1-800-210-0343

Marcel Larochelle #5932  
Jim Blaser #5970  
Ron Lloyd #5895  
Pat Madden #5959  
Sam McClain #5941  
Jim Papis #5930  
Tom Purcell #5939  
Bob Voshell #5484

No. of Stores	Customer Name	Key Contact	Area Sales Manager	Customer Service Rep	RJR Contact
20 GMP Only Began Apr-94	<b>ALDIN ASSOCIATES LTD</b> DBA Chucky's 77 Sterling Road East Hartford, CT 06128 (203) 282-0651	Ron Tateosian - Dir Operations Barbara Koren - Buyer	Marcel Larochelle	Eileen Bates	Jim Merusi 508-923-0521 508-923-0240 FAX
64 Began Jan-96	<b>AMERADA HESS</b> DBA Hess Mart One Hess Plaza Woodbridge, NJ 07095 (908) 750-6600 FAX (908) 750-8745	Stanley Benarick - Mgr Purchasing C-Stores 908-750-6428 FAX 908-750-6353 Chris Small, Jr. - Dir Mktg Business Development Charlie Iszard Martin Morano Ray Fisher - Mgr Gas Station Acctg 908-750-6222 Ron O'Bryan - Sr VP 908-750-6592 FAX 6655 Robert Doyle - Sr Buyer 908-750-6896 FAX 750-7189	Jim Papis	Susan Maute	G. Nick Kuruc (908) 225-4774 (908) 417-9076 FAX
81	<b>AMOCO</b> NY 760 Roosevelt Carteret, NJ 07008 (201) 327-7268 FAX (201) 327-8295	Robert McCafferty - Market Manager Address in Chicago Corporate Office AMOCO 200 E. Randolph Drive Mail Code 1607 Chicago, IL 60601 (312) 856-4066 Debbie Lewis (Buyer) Lenny Amoroso - Field Mktg Mgr - NY/North NJ 77-113 Waverly Ave, Patchogue, NY 11772-2190 (516) 447-6590 FAX (516) 447-6578	Bob Voshell	Bridget Halpain	Faith Decker 847-459-4774 847-459-5992 FAX

9269 6926

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No. of Stores	Customer Name	Key Contact	Area Sales Manager	Customer Service Rep	RJR Contact
Began Jan-96	AMOCO PA 46 Wellspring Drive Bear, DE 19701 (302) 836-4486 FAX (302) 836-4375	Robert James - Market Manager Joe Tomcics - Field Mdse Mgr PA/NJ South 415 5th Street, Whitehall, PA 18052 (610) 821-9550 FAX (610) 821-9658	Bob Voshell	Bridgett Halpain	Faith Decker 847-459-4774 847-459-5992 FAX
Began Jan-96	AMOCO NJ 13304 Summit Square Center Rt 413 & Doublewoods Road Langhorne, PA 19047 (215) 369-1150 FAX (215) 369-1151	Joan Miracle - Market Manager	Bob Voshell	Bridgett Halpain	Faith Decker 847-459-4774 847-459-5992 FAX
Began Jan-96	AMOCO - SPLIT SECOND (215) 631-9470	Bob Haviland - Market Manager	Bob Voshell	Bridgett Halpain	Faith Decker 847-459-4774 847-459-5992 FAX
23 Began Oct-92	ATLANTIC FUEL MARKETING Potsdam, NY 13669 (315) 265-4688	Bill Barth - Sales Manager Tim Cummings - Sales Rep Sun Company, Inc. 550 Solar Street Syracuse, NY 13204	Sam McClain	Russ Donahue	Cheryl Alessandra (716) 838-0863 (716) 838-1463 FAX
44 Began Apr-96	BP OIL COMPANY 10475 Perry Highway Suite 201 Wexford, PA 15090 (412) 935-5071 FAX (412) 934-3555	Doug Klocko - (412) 934-3516 Robin Brennon - (216) 586-6133	Ron Lloyd	Mary Scott	Jim Piscatelli 216-779-1888 Lori MacWilliams 216-779-8400

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No. of Stores	Customer Name	Key Contact	Area Sales Manager	Customer Service Rep	RJR Contact
3 Began Mar-97	<b>BARIGHT ASSOCIATES, INC.</b> DBA Foam & Wash Mobil RD #3, Box 255 Red Hook, NY 12571 (914) 758-9121	Todd Baright	Ron Lloyd	Darlene Town	Jim Mallardi 914-332-5330
24 Began Oct-94	<b>BETTIOL FUEL SERVICE</b> DBA Red Barrel Rt 23 Southside Oneonta, NY 13820 (607) 432-9274 FAX (607) 432-9002	Gene Bettiol, Jr. - Vice President Don Scanlon - Buyer	Tom Purcell	Susan Maute	Jim McLean (607) 786-5074 (607) 786-5075 FAX
9 Began Oct-94	<b>BURSAW OIL</b> DBA Pump N Pantry 27 Cherry Street PO Box 90 Danvers, MA 01923 (508) 777-0700 (800) 221-1927 FAX (508) 750-4492	Jonathan Bursaw - Vice President Jim Hacker - Manager 1-800-221-1927	Marcel Larochelle	Susan Maute	Pat Kiloran 508-435-6965 508-435-2658 FAX
Chucky's - See Aldin Associates					
Circle K / Charter Marketing - See Gibbs Oil Company					

51853 6928

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No. of Stores	Customer Name	Key Contact	Area Sales Manager	Customer Service Rep	RJR Contact
39  Began 1993	COASTAL MART PO Box 1000 Westville, NJ 08093 (609) 853-3183 FAX (609) 853-4249  Zone Office: John Everett Only PO Box 240 West Milton, PA 17886 (717) 321-7101 FAX (717) 321-7966	Mark Miller - Regional VP Voice #2740 Kay Heffelfinger  John Everett - Zone Sales Manager Voice Mail (800) 877-7459 #2850	Bob Voshell	Russ Donahue	Paul LaMarca II 281-579-9896 281-579-9035 FAX
Cobble Pond Farms - See Peterson Petroleum of NH					
5  Began 1989	CONVENIENCE EXPRESS STORES, INC. PO Box 680 Mallory Road Central Square, NY 13036 (315) 668-8910 FAX (315) 668-9541	They have new buyer..... Nancy Degilormo	Tom Purcell	Darlene Town	Sharon Schwalm (315) 638-7846 (315) 635-1171
10  Began Dec-96	J.O. COOK, INC. Cook's Convenience Center 4600 Avon-Batavia Road PO Box 220 Avon, NY 14414 (716) 226-8131 FAX (716) 226-3279	John R. Bello Director of Retail Operations	Tom Purcell	Russ Donahue	Anthony Zecca (716) 889-7862 (716) 889-7956 FAX

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No. of Stores	Customer Name	Key Contact	Area Sales Manager	Customer Service Rep	RJR Contact
69  Began Apr-92	COUNTRY FAIR, INC. 2251 E 30th Street Erie, PA 16510 (814) 898-1111 FAX (814) 899-0524	Keith McGarvey - Pres/COO 2/97 Paul Levis - Vice President Sales	Ron Lloyd	Mary Scott	Mitch McGovern 412-221-2424 412-221-2425 Fax
Country Stores - See Verona Oil					
169  40  Began Feb-87	DAIRY MART - NEW ENGLAND 240 South Road Enfield, CT 06082 (203) 922-7206 FAX (203) 741-4494  DAIRY MART (Corporate Office) 210 Broadway East East Cuyahoga, OH 44222 (216) 922-7122	Dennis Tewell - VP Operations  Anything to Bobzien/Bassi - Send to Paul Tremblay Jeff Leedy Paul Tremblay Bob Stein - President Greg Guy - Ohio Ed Doyle Bob Petrick - National Director of Marketing Rich Frank - Dir Mktg PA (216) 922-7122 #122 210 Broadway East, Cuyahoga Falls, OH 44222	Marcel Larochelle	Linda Cummings  Alan Wilson McLane Corporate	Lori MacWilliams 216-779-8400 216-779-1889 FAX
10  Began Sep-88	EVANS FUEL PO Box 246 Lebanon, NH 03766 (603) 448-3400 FAX (603) 448-2407	Doug Evans - Vice President Mike Connis	Marcel Larochelle	Mary Scott	Robert Ridge 603-483-0952 603-483-0963 Fax

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44  Began April-96	<b>EXPRESS MART STORES</b> 6567 Kinne Road Dewitt, NY 13214 (315) 446-0125 FAX (315) 446-1355	Rene Patterson Ann Ammann Frank Borer Chuck Haven Mark Maher/Kathy Shattuck	Tom Purcell	Linda Cummings	Dave Keeney (315) 622-1200 (315) 6221199 FAX
7  Began June-96	<b>FAST BREAK</b> 104-19 Queens Blvd Forest Hills, NY 11375 (718) 459-4809 FAX (718) 896-4235	John Gallagher John Skouras Gus Angeloupous	Jim Papis	Russ Donahue	Frank Perez 718-937-7990 718-472-0694 FAX
52  Began May-96	<b>GIBBS OIL CO., LTD PARTNERSHIP</b> Catamount Management Corp. 90 Everett Avenue PO Box 9151 Chelsea, MA 02150-2337 (617) 889-9000	Stephen Kaneb Joe Nardella - General Operations Mgr Joe Quinn - Operating Mktg Mgr - Cstores	Marcel Larochelle	Mary Scott	Steve Manos 508-435-8613 508-435-8951 Fax
Began Sep-96	<b>HANDEE MARTS, INC</b> 4305 Warrendale Road Gibsonia, PA 15044 FAX (412) 625-2911	Bruce Eberhart	Ron Lloyd	Bridget Halpain	Robbie Helm 412-221-2424 412-221-2425 FAX
15  Began Oct-90	<b>HENDEL'S, INC.</b> DBA Henny Penny 35 Great Neck Road Waterford, CT 06385 (203) 443-5337 FAX (203) 443-1736	Myron Hendel - President Art Lunt - General Manager Pat Chapel - Admin Assistant	Marcel Larochelle	Darlene Town	Jim Merusi 508-923-0521 508-923-0240 FAX

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No. of Stores	Customer List	Key Contact	Area Sales Manager	Customer Service Rep	RJR Contact
8  Began Mar-85	J - MART 3 West Main Street Victor, NY 14564 (716) 924-7135	Dick Blythe - Buyer	Tom Purcell	Darlene Town	Anthony Zecca (716) 889-7862 (716) 889-7956 FAX
10  Began Mar-87	MANLEY'S MIGHTY MARTS - LLC 1249 Front Street - Suite D Binghamton, NY 13905 (607) 772-9131 FAX (607) 771-6092	Ms. Cheri J. Aiden - Marketing Manager William B. Webb III  BP Oil Franchise	Tom Purcell		Jim McLean (607) 786-5074 (607) 786-5075 FAX
53  Began Jan-84	MOBIL OIL COMPANY 1800 West Park Drive Suite 450 Westborough, MA 01581 (508) 389-1898 FAX (508) 393-7008	Tony Turchi - District Manager Denise Hill - FAX (617) 527-5640 Gail Pitcher - Audix Ext 70045 Doug Grills - Audix Ext 70035 Mike Askwith (703) 899-5035  Peter Kempton (Home: 43 Angela Way West Barnstead, MA 02668) (508) 362-0295 FAX (508) 362-1236 Audix #70824	Marcel Larochelle	Darlene Town	Mike Belniak 508-435-8613 508-435-8591 FAX  CORPORATE: Marianna Conroy 703-256-3684 703-256-3966
26  Began Jan-84	MOBIL OIL COMPANY 187 Wolf Road Albany, NY 12205-1106 (518) 453-5900 FAX (518) 475-5914	Jeff Webster	Ron Lloyd	Darlene Town	Susan Haskin 1-800-942-6647 VM 1-800-757-8255 #77182
  Began Jan-84	MOBIL OIL COMPANY Seven Pipers Meadow Trail Penfield, NY 14526 (716) 377-5406 FAX (716) 328-7072	Greg Elwood - DPC	Ron Lloyd	Darlene Town	Anthony Zecca (716) 889-7862 (716) 889-7956 FAX

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No. of Stores	Customer Name	Key Contact	Area Sales Manager	Customer Service Rep	RJR Contact
27  Began Jan-84	<b>MOBIL OIL COMPANY</b> 888 Veterans Memorial Hwy Suite 200 Hauppauge, NY 11788 (516) 232-4900 FAX (516) 473-4938	Jim McDonald - District Manager Tom Male/300 Westage Bus Ctr/Suite 350, Fishkill, NY 12524 Dave Woods - DPC Andrew Lee (LI) Audit #1397	Ron Lloyd	Darlene Town	Marshall Richards 516-689-1257 518-689-1264 FAX
57  Began Apr-89	<b>NATIONAL FOOD STORES</b> 76 National Road Edison, NJ 08818 (908) 287-2800 FAX (908) 287-8064	Harry Shah - Owner Wendy Lyman - Marketing Ext 12 Kirt Shah - Operations Ext 13	Bob Voshell	Susan Maute	Audrey Evanchick 908-225-4774 908-417-9076 Fax
Neighbors - See Rice Oil					
4  Began Sep-86	<b>PETERSON PETROLEUM OF NH</b> DBA Cobble Pond Farms Platt A Paine House Main Street PO Box 900 Millerton, NY 12456 (518) 789-9200	Robert Metz - General Manager	Marcel Larochelle	Susan Maute	Rich Tanchyk 518-581-0901 518-581-9001 FAX
Pump N Pantry - See Bursaw Oil					
8  Began Dec-86	<b>PUMP N PANTRY</b> RD #6 Box 6028 Montrose, PA 18801 (717) 278-1129 FAX (717) 278-4209	Tom Quigg - Owner Bob Seng - President Scott Quigg - Buyer	Tom Purcell	Darlene Town	Jim McLean (607) 786-5074 (607) 786-5075 FAX

EE69 ES81S

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No. of Stores	Customer Name	Key Contact	Area Sales Manager	Customer Service Rep	RJR Contact
98  Began May-84	<b>QUICK CHEK FOOD STORES</b> PO Box 600 Whitehouse Sta, NJ 08889 (908) 534-2200 FAX (908) 534-9216	Robert Page - President Phil Basell - VP Marketing #162 Bill Hannigan Ginger #154 John Schaninger - Category Manager	Tom Purcell	Bridget Halpain	Nick Kuruc 908-225-4774 908-417-9076 Fax
<b>Red Barrel - See Bettiol Fuel Service</b>					
10  Began 1990	<b>RICE OIL CO., INC.</b> <i>DBA Neighbors</i> 34 Montague Cnty Road Greenfield, MA 01301 (413) 772-0227 FAX (413) 773-9487	Tom Rice - President Tom Ferony - Operations Manager Don Risatti - Buyer	Marcel Larochelle	Bridget Halpain	Herb Battle (413) 589-1232 (413) 589-1137 FAX
32  Began Sep-88	<b>F.L. ROBERTS &amp; CO., INC.</b> 93 West Broad Street PO Box 1964 Springfield, MA 01107 (413) 781-7444 FAX (413) 781-4328	Steven Roberts - President Carol Voyik - General Manager Josie DiMauro - Operations Manager Joe Maggie	Marcel Larochelle	Mary Scott	Herb Battle (413) 589-1232 (413) 589-1137 FAX
57 Began Apr-91	<b>SAM'S WHOLESALE</b>	Corporate Office	National Account	Darlene Town	Marty Washburn 501-464-0859 501-464-0217 FAX
434  Began Nov-82	<b>SOUTHLAND CORPORATION</b> <i>7/eleven Stores - Northeast Division</i> 135 Massess Road Melville, NY 11747 (516) 755-0711 FAX (516) 777-2815	Frank Crivello - NE Division Manager Frank Quinn - Merchandising Manager Chris Walsh - Division Merchandising Chris is Key Contact at (215) 672-5711 2711 Easton Rd/Willow Grove, PA 19090 FAX (215) 672-0662	Jim Papis  FAX (215) 672-0662 Voice Mail 215-440-4716	Linda Cummings	Jeff Rumberger 972-644-2289 972-644-8807 FAX

51853 69315

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No. of Stores	Customer Name	Key Contact	Area Sales Manager	Customer Service Rep	RJR Contact
9 GMP  Began Oct-94	SHIPLEY STORES, INC. 550 E King Street PO Box 946 York, PA 17405 (717) 848-4100 FAX (717) 854-5496	Rich Levin	Pat Madden	Eileen Bates	Curt Moser 717-737-8349 717-761-1573 FAX
40  Began Jan-92	SHOWBIZ DBA Chuck E Cheese 4441 W Airport Freeway Irving, TX 75062	Roger Cardinelli	National Account	Bridget Halpain	N/A
59  Began Nov-98	STAR ENTERPRISES Texaco 303 Fellowship Road - CS 18 Moorestown, NJ 08057 (609) 866-3317 FAX (609) 778-8506	Greg Jeffers - Coordinator of Merchandising	Bob Voshell	Susan Maute	Jim Morris 610-280-9113 610-280-9118 FAX
One Drop  Began Sep-94	STEWART'S MARKETING PO Box 435 Rte 9N Outer Church Street Saratoga Springs, NY 12866 (518) 581-1300 FAX (518) 581-1309	Rick Dunn - VP Plant Operations Bruce Mattice - Director of Marketing	Tom Purcell	Eileen Bates	Dave Keeney (315) 622-1200 (315) 622-1199 FAX

5869 58819

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No. of Stores	Customer Name	Key Contact	Area Sales Manager	Customer Service Rep	RJR Contact
87  Began Dec-85	STORE 24 COMPANY, INC. 184 Riverview Avenue Waltham, MA 02254 (617) 891-8880 FAX (617) 647-0320	Robert Gordon - President Bob Eddy - Senior Category Manager #212 Tom Hart - Operations Manager Tom Stoughton, Andy Steele - Category Managers Mike Turco/Colin Woodfall, Karen Campbell - Fast Food Mgr Jim Rowan, VP of Marketing #214	Marcel Larochelle	Mary Scott	Jim Merusi 508-923-0521 508-923-0240 Fax
102  Began Feb-87	SUGARCREEK STORES 760 Brooks Avenue Rochester, NY 14619 (716) 436-2691 FAX (716) 328-0787	Kevin Fox - President Frank Bellavia - Operations Manager Paul Wells - Sales Manager	Tom Purcell	Susan Maute	Renee Duszynski (716) 634-9233 (716) 634-3145 FAX

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No. of Stores	Customer Name	Key Contact	Area Sales Manager	Customer Service Rep	RJR Contact
499  Began Oct-92	SUN COMPANY, INC. c/o Food Stores Division Ten Penn Center - 23rd Floor 1801 Market Street Philadelphia, PA 19103-1699 FAX (215) 246-8598 Voice Mail 800-777-6444  Sun purchased Atlantic Fuel & Marketing in 1992. We have been servicing "A-Plus Food Markets" since 1984.	Tom Iannetta - Pittsburgh Location Bob Milligan - VP Mktg (22nd Floor) Rick Sloan - Mgr (215) 246-8195 Joe Kearney - (215) 246-8829 Jack Guameri - (908) 981-0052 Joe Telecsan - Category Mgr (215) 246-8510 Dave Wallace - Div Sales Mgr - Phil (610) 859-5776 Patty Green - Category Mgr (215) 246-8843 Debra Lamanna - Franchise Coordinator (215) 246-8835 Paul Williams - Div Sales Mgr - NY (315) 424-8890 Mike Nunn - Div Sales Mgr - RI (401) 461-1027 John Steel - Fran Mgr (215) 977-6576 Craig Enyeart - Merch Supr - WPA (412) 784-7468 Bob McNeil/Debbi Lamanna/DP Pamie McCormack - Category Mgr (215) 246-8830 Anne Persall - Admin Assist (215) 246-8830 George Dunn - Merch Supr - Phil (610) 859-5435 Bill Otis - Merch Supr (610) 859-5436 Connie Boynton - Merch Supr - RI/MA (401) 433-8082	Sam McClain	Russ Donahue	Jim Piscatelli 216-779-1888  Joe Rago 215-412-7208  RJR Contact for Syracuse A-Plus HQ: Anthony Zecca (716) 889-7862 (716) 889-7956 FAX
19  Began Oct-86	SUNRISE FOOD STORES Div of Glider Oil 500 Liberty Street PO Box 3269 Syracuse, NY 13220 (315) 474-1100 FAX (315) 478-1776	Mike Wood - Director of Operations John Lytwynec	Tom Purcell	Darlene Town	Sharon Schwalm (315) 638-7846 (315) 635-1171 FAX

LE69 ES815

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11  Began May-87	TRAVELPORTS OF AMERICA, INC. 3495 Winton Road - Bldg C Rochester, NY 14623 (716) 272-1810 FAX (716) 272-9952	John McAdam - Merchandising Manager #103 Tim Sweet #142	Tom Purcell	Susan Maute	Renee Duszynski 716-634-9233 716-634-3145 Fax
10  Began May-96	VERC ENTERPRISES, INC. 5 Chestnut Street PO Box 2809 Duxbury, MA 02331 (617) 934-7300 FAX (617) 934-0697	Jan Sikora - Director of Marketing Leo Vercoffone - President #22 Russell Boldreau - Controller DP	Marcel Larochelle	Darlene Town	George Ritsert 508-651-0324 508-651-0107 FAX
24  Began 1985	VERONA OIL DBA Country Stores PO Box 519 Highland Avenue Roscoe, NY 12776 (607) 498-4141 FAX (607) 498-4144	Dick Verona - Owner Helen Smith Paul Stock	Tom Purcell	Susan Maute	Dave Keeney (315) 622-1200 (315) 622-1199 FAX

51853 6938



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No. of Stores	Customer Name	Key Contact	Area Sales Manager	Customer Service Rep	RJR Contact
122 Began Nov-80	WAL-MART Bentonville, AR	McLane Corporate Handles Clay Store Manager - John DePriest	National Account	Darlene Town	Marty Washburn 800-757-9174 501-646-9544 Fax
523  Began Feb-80	WAWA, INC. 260 Baltimore Pike Wawa, PA 19063 (610) 358-8000 FAX (610) 358-8808	Howard Stoeckel - Sr VP Mktg - Ext 8034 Jill Hicks - Director Purchasing - Ext 8728 Joe Christ - Dir of Mktg Bob Dawson - Category Mgr - Ext 8843 Jim Crawford - Category Mgr HBC/GM - Ext 8167 Kelly Blewitt - Buyer HBC/GM - Ext 8364 Kathy Pinto - Buyer Tobacco - Ext 8858	Bob Voshell	Eileen Bates	Jim Piscatelli 216-779-1888 216-779-1889 FAX
6  Began Sep-84	WELSH FARMS 55 Fairview Avenue Long Valley, NJ 07853 (908) 876-3131 800-452-9180 FAX (908) 876-5083	Robert Brinkerhoff - General Manager Harry Reeves - Operations Manager	Jim Papis	Susan Maute	Audrey Evanchick 908-225-4774 908-417-9076 FAX

6869 85819